

PATTERN
No. 686

50th
Anniversary
1874
TO
1924

Olson

The New **OLSON RUGS**
Olson Rug Company Chicago, Ill.

Fifty Years

- In the same business.
- Occupying the same location in Chicago.
- Under the same successful management.
- Now making rugs for daughters and granddaughters of first customers.
- The largest and oldest manufacturers of rugs from old carpets in the world.
(We make over 1,200 rugs a day.)

YOU ARE CORDIALLY INVITED
TO VISIT OUR RUG FACTORY
WHEN IN CHICAGO

Grand Prizes

Olson Rugs have been awarded Grand Prizes at the World's Fair, Chicago; Pan-American Exposition, Buffalo; and at fifty-two other Fairs and Expositions.



Catalog No. 71

The prices in this catalog take the place of prices in all previous catalogs.

Established 1874

We occupy this entire building,
225,000 square feet of floor space.

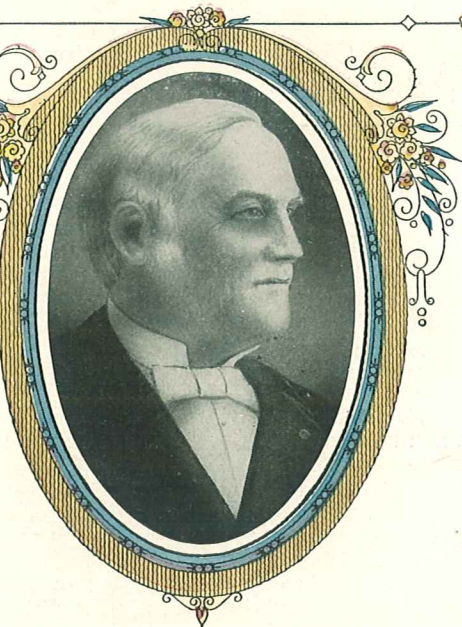
The Factory Behind the OLSON RUG

Copyright 1924, Olson Rug Co.

Our 50th Anniversary

The New Olson Rug

*The Result of Half a
Century of Progress*



WE enter our second half century of service with the greatest rug values we have ever been able to offer in all our 50 years—the *new* OLSON RUGS. These luxurious, two-sided rugs, made from your old or out-of-date rugs, carpets and clothing, will give you *twice* the wear at *half* the price of store rugs. For half a century this business has been conducted with old fashioned honesty and under the golden rule of “Deal as you would be dealt by.” That is why over a million have ordered their rugs from us on faith in the name Olson Rug Company. Our greatest asset is the confidence and good-will of our customers. Only a business that is built on the right principles, that offers the utmost value for the money, can weather the storms of 50 years and become a national institution such as the Olson Rug Company. And we pledge that these sound policies, upon which this immense business has been built, will be faithfully continued.

Endorsed by America's Leading Decorator, Dorothy Ethel Walsh

THE ideal rooms shown in this book represent the most progressive ideas in color harmony, wall treatment, draping of doors and windows, furnishings and arrangement. Each room has been selected by decorating experts not only for its appealing beauty, but because it is comfortable, homelike, **practical**.

This book has the official indorsement of such an outstanding national authority on home decoration as Dorothy Ethel Walsh, formerly director of the “Interior Decoration Department of the Chicago Academy of Fine Arts.”

You will know that you are making a wise choice in ordering an OLSON RUG in the fashionable one or two-tone effects.

Miss Walsh's articles in leading magazines are known everywhere and her wise words of advice on beautifying the home are read by millions each day in New York, Chicago and other Metropolitan newspapers all over the United States. And now her immense audience has been extended to include radio owners. Her message is regularly broadcasted to a nationwide audience.



The New Styles of Decorating Demand One or Two-Tone Rugs



THE new Olson Rug is playing an important part in the home-beautiful movement that is sweeping the country. Never before have women been so interested in beautifying their homes. Science has shown how *success in home making* depends on a comfortable, harmonious, happy home atmosphere. A feeling of "*happiness*" can become a habit. Habits formed by children become life influences. How necessary it is that parents make the home environment of such a character as to develop habits that are *desirable*.

It seems surprising that only a few years ago we failed to realize what everybody knows today:—that rooms that are too ornate, that have too many different patterns and colorings in rugs, walls, drapes, and furniture, irritate the nerves unconsciously. On the other hand the correct use of *color* and *design* in our home surroundings produces all sorts of good effects upon us. Backgrounds of *Blue* quiet the nerves and lend an atmosphere of restfulness and dignity—*Moss Green* results in increased vitality and happiness (what ideal colors for living room, library, in fact every room)—soft shades like *Taupe*, *Tete-de-Negre*, *Mole*, *Mahogany*, and *Brown* create an atmosphere of harmony and refinement.

Olson Rugs Add Such Charm

The wonderful manner in which one or two-tone rugs fit in with your furnishings, and the sense of refined comfort they give, produce a most appealing atmosphere. They fit just as harmoniously in rooms with figured hangings and wall papers as they do in rooms with panelled, plain tinted, or tapestry covered walls.

One and two-tone rugs are here to stay. Their use is scientifically correct and surpassingly beautiful. That is why leading decorators recommend them. They are now used in practically all the fine homes in New York, Chicago, and other large cities.

The new Olson Rug is the greatest rug value ever offered in all our 50 years of rug manufacturing. By our \$1,000,000 Patented

Process we guarantee to reclaim, card, comb, bleach, spin, and dye the material in your old or out-of-date rugs, carpets, and clothing into the finest kind of rug yarn and then *weave* this yarn into new Olson Rugs that will delight you beyond words—fashionable one or two-tone rugs with the same smooth, velvety surface you find in the high grade Wilton and Chenille rugs.

Twice the Wear—One-Half the Price

Every Olson Rug is woven *seamless* and *REVERSIBLE* with the same deep, luxurious nap on both sides to give twice the wear. There is a rich beauty to the close, high pile that places Olson Rugs among the finest of floor coverings.

Knowing that American mothers and housewives are eager to do what is correct, we have secured the services of the finest decorators in this country to select the colors and patterns for the rugs shown in this book. Dorothy Ethel Walsh, has given her unqualified approval to the result. This means that *every rug* in this catalogue may be depended upon to yield a cheerful, harmonious home atmosphere, artistically correct.

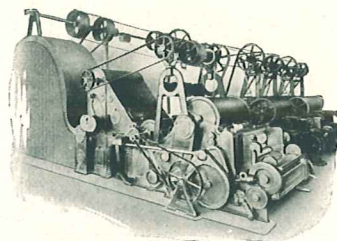
Millions Saved for Olson Customers

In rug stores it is possible to secure the fashionable one or two-tone rugs only in the expensive grades. Now, due to the Patented \$1,000,000 Olson Process, we have brought these beautiful, harmonious one and two-tone rugs within reach of all pocket books. No longer is it necessary to try to make the figured rugs harmonize with your other furnishings.

It is so simple to select just the right rug from this book. No need to change your wall paper, curtains, drapes, or upholstering in order to make them harmonize with your rugs, as so often is necessary when buying a fancy patterned store rug.

Have no hesitation in expressing your own preference in furnishing your home, just as you do in selecting your clothes. Your own good taste will tell you what is best.

How Your Old Materials Are Made Into New Rugs



Olson Preparing Machines

By the Patented
\$1,000,000 Olson Process

The rugs we will weave for you by our Patented Process of reclaiming, carding, spinning and dyeing the materials in your old carpets, rugs and old clothing will be just as fine as the high-grade Wilton and Chenille rugs, famous for their beauty and durability. The same expert methods and care used in weaving these beautiful rugs are followed in weaving OLSON RUGS. Material reclaimed by the Olson Patented Process defies detection.



THE intensely interesting story of how your old material is transformed **within one week** into beautiful new, rich-toned OLSON RUGS is a lesson in efficiency and practical economy. Aided by the most improved machinery, perfected and patented by the Olson Rug Company, our expert workmen are able to **reclaim** the material, in your old carpets, rugs and old clothing and bleach, DYE and WEAVE it into new OLSON RUGS so superior to rugs made by any other concern from old material, that there is no comparison.

Like Wiltons and Chenilles

In fact, the only rugs that can compare with OLSON RUGS are the high-grade Wiltons and Chenilles, made from new material—and they cost twice as much.

So that we can get your material the same day it arrives in

Chicago, we maintain a fleet of auto trucks which call at every freight depot in Chicago twice a day. The moment your carpets, rugs and old clothing arrive at our factory, they are weighed, and a card is attached giving full directions for filling your order, and carrying out your instructions.

Not a moment is lost. Your old material starts at once on its one-week journey, which will turn it into beautiful one- or two-toned floor coverings that will give a lifetime of usefulness.

Your old material goes immediately from the scales into a large net





Prepared Wool Material

bag, which is placed in an Olson scouring machine. A special scouring liquid is mechanically forced through all parts of your carpets, rugs and old clothing, thoroughly disinfecting and washing them. This liquid removes all ink, grease and other stains.

Cleaning and Bleaching

Your old carpets, rugs and clothing now go to specially constructed bleachers where the old colors are carefully and skillfully bleached out leaving your material like new.

Your material is then run through an immense automatic OLSON wringer and hung up in the drying-room. After thirty minutes' time it is thoroughly dry and immaculately clean, bright, soft and fresh.

Your old carpets, rugs and old clothing are hurried to the preparing machines. We are the only concern in the rug business which operates such great labor saving devices. These machines are of our invention and fully protected by patents. Each one alone cost us \$5,500.00 to install.

Reclaiming the Wool

Here your material is cut and frayed. In a day one machine prepares 7,000 pounds of material for the picking and carding machines, where the material is carded and combed into long, soft, fluffy strands, the equal in every respect of new wool.

Spinning

Upon our immense spinning machines, 125 feet long and of

the latest type, your **reclaimed** wool is tightly spun into the finest kind of rug yarn. The remarkable strength and extreme tightness of the yarn are largely responsible for the long life of service one gets from Olson Rugs.

Dyeing Your Material

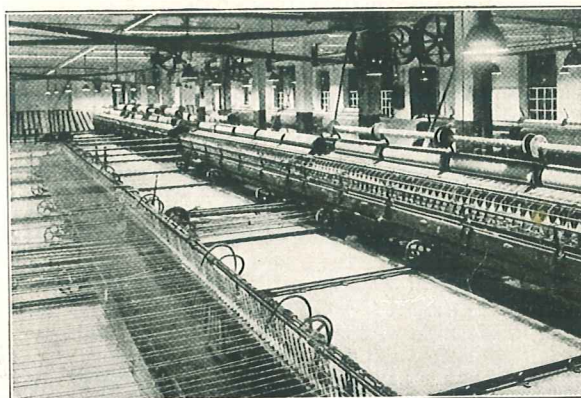
A force of expert chemists dye your yarn the exact shade required for your new rugs. Great care is taken to see that every particle of the yarn is penetrated by the dye.

The method used in the dyeing process causes the yarn to remain pliable and soft, adding longer life to your rugs. Under heavy pressure of steam the yarn is dried and the dyes made absolutely fast. Your material, now in the form of fine rug yarn, is wound into cops and sent to the large and most improved Olson power looms.



This illustration shows the 4-ply warp (four strands) we use. Compare it with the 3-ply warp used in weaving most one-sided store rugs.

Olson Spinning Machines



Warp

"The strongest chain is no stronger than its weakest link," and a rug is no stronger than the warp on which it is woven. The warp that holds the rug together is in all respects the life of the rug. For 50 years the Olson Rug Company has used the best quality, long staple hard spun **four-ply warp**.

That is one reason why Olson Rugs wear for a lifetime.

Weaving

In the expert weaving of the New OLSON RUGS lies another

THE PATENTED OLSON PROCESS

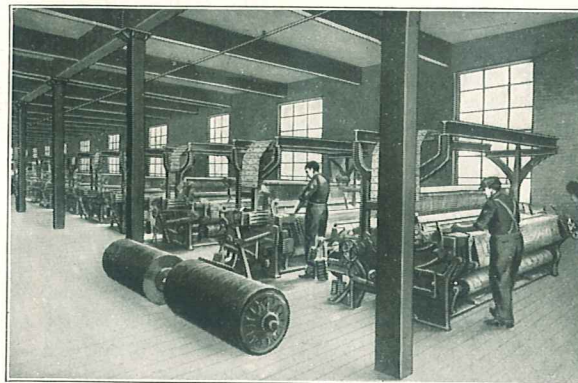
secret of their remarkable durability and beauty. Realizing that every rug we send out must be a recommendation for the Olson Rug Company, our skilled weavers, many of whom have been with us for more than 35 years, weave the yarn in your rug in such a way as to bring out all the rich lustre. The power looms "weave" the yarn into the rug with great force which gives the body its remarkable strength.

Deep, Firm Nap

The nap of the rug (or the surface you walk on) is deep and firm. This velvet-like surface does not mat down after being worn, but like the fine Wiltons is always "straight up." An OLSON RUG lies flat and is easy to keep clean with a vacuum cleaner, carpet sweeper or a broom.

Firmly Bound—Expertly Trimmed

Every OLSON RUG is firmly bound and expertly trimmed by the most improved machinery. The surface is sheared to



A small section of Weaving Room showing Olson Power Looms

perfect evenness. A staff of experienced inspectors thoroughly examine your rug to see that it is correct in every detail before it is shipped to you.

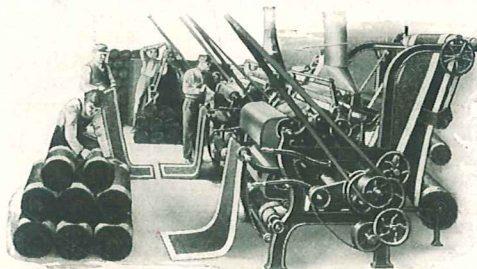
All of the rugs shown in this catalogue were made either from old carpets and old rugs alone, or old carpets, rugs and old clothing combined.

Reclaimed Material Cannot Be Detected

After we have reclaimed your old material, even an expert cannot tell the difference between the reclaimed wool and new wool

material in an expensive store rug.

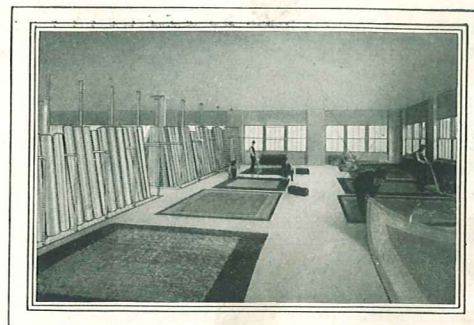
It has taken us half a century of careful work and a fortune in money to make the new OLSON RUG the splendid floor covering that it is today. All the basic patents and processes, worth over a million dollars, by which the new OLSON RUGS are woven, are owned by the Olson Rug Company. You get the full benefit of the great money saving made possible by the Olson Process. Here is your opportunity to save half the money you had planned to spend for your rugs.



Olson Trimming Machines

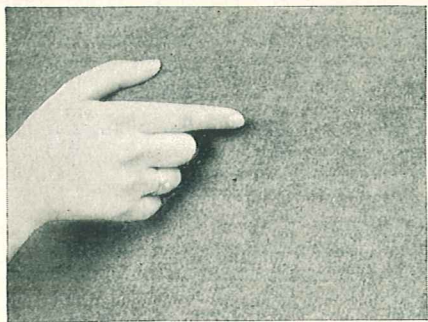
**WE DO NOT
EMPLOY ANY
AGENTS**

**Send Your Order
Direct To Us**

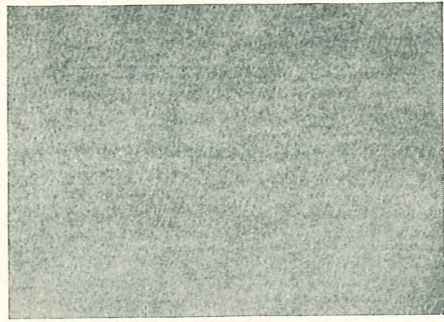


Inspection Room

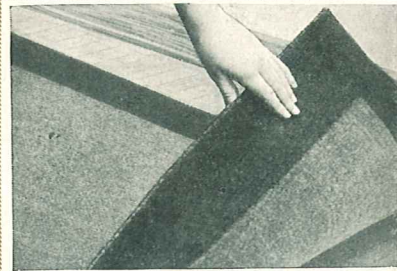
Compare Olson Rugs With *the* Fine Wiltons *and* Chenilles at Double Our Price



A close-up uncolored photograph of an Olson Rug.



A close-up uncolored photograph of a fine wool Wilton Rug.



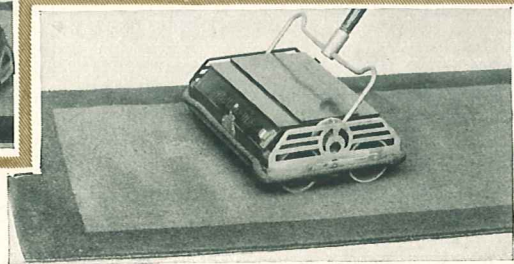
OLSON RUGS are seamless and reversible—a feature so hard to find in store rugs. Of course this means longer wear.

Like the fine Wilton Rugs, the *new* OLSON RUGS are closely and firmly woven with a deep, smooth nap, or surface, that stands "straight up." Your material, when reclaimed by the OLSON process, will be just as fine as when it was new.



You will be proud of your OLSON RUGS when you entertain. They are closely and firmly woven to withstand the hardest wear.

Surprise the family with a beautiful new Olson Rug.



The new OLSON RUGS lie flat. They do not curl up. Quickly and easily cleaned with a vacuum cleaner, carpet sweeper, or broom.



An OLSON RUG is the ideal rug for any room—soft and velvety under foot. The nap is deep and closely woven.

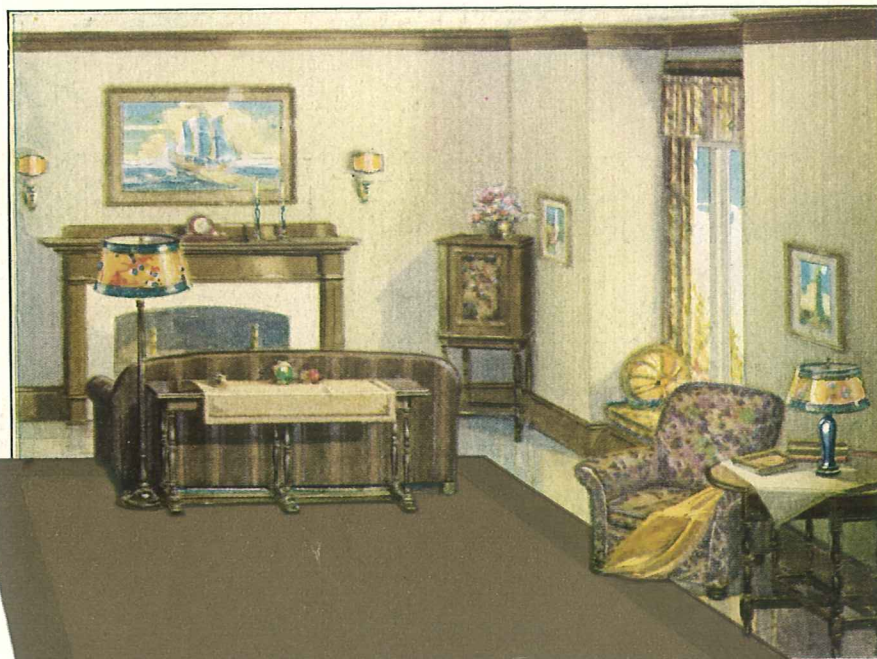
PATTERN 1806 Tete-de-Negre

All Sizes Reversible Seamless

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 3.10
30 x 54 in.	11 lbs.	4.75
36 x 63 in.	13 lbs.	5.50
4 x 6¾ ft.	22½ lbs.	9.40
5 x 8 ft.	34 lbs.	13.95
6 x 8 ft.	36 lbs.	16.75
6 x 9 ft.	40 lbs.	18.95
7 x 9 ft.	47 lbs.	21.90
8 x 8 ft.	48 lbs.	22.35
8 x 10 ft.	60 lbs.	28.40
8 x 11 ft.	66 lbs.	30.75
9 x 9 ft.	61 lbs.	28.30
9 x 11 ft.	74 lbs.	34.60
9 x 12 ft.	80 lbs.	37.75
10 x 10 ft.	75 lbs.	34.95
10 x 12 ft.	90 lbs.	41.70
10 x 13 ft.	97 lbs.	45.15
11 x 11 ft.	91 lbs.	42.20
11 x 14 ft.	115 lbs.	53.75
12 x 12 ft.	108 lbs.	50.65
12 x 14 ft.	125 lbs.	58.65
12 x 15 ft.	134 lbs.	62.55

We can weave Pattern 1806 in any other length and width at 38c a square foot. Each square foot requires a little less than 1 pound of your material. HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches figured same as 36 inches wide.

Price for the **\$28⁴⁰**
8 x 10 ft. size



You Can Order this up-to-date Tete-de-Negre Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

THE use of this beautiful new color has been made possible by the million dollar Olson Patented Process. Here is a new beauty for floor coverings that has received the enthusiastic endorsement of leading interior decorators everywhere and which is exceedingly popular among all home lovers. Picture this rich rug in your home.

The unusual beauty and refinement of tone is instantly recognized. Blending perfectly with every scheme of decoration, it will bring to any room in the home a most pleasing effect. Like all other Olson Rugs, Tete-de-Negre is so woven as not to show

foot marks, or soil even when subjected to the most severe wear.

Just think—you can get this latest color creation from your old carpets, rugs and clothing, no matter how worn or faded or what color your old material may be. This beautiful Olson rug is equal in every respect to the highest grade Wilton and Chenille rugs and the cost is only one-half as much.

Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough old material we will furnish new wool stock at 20c a pound (what it costs us). Every order completed within one week. Satisfaction guaranteed.



PATTERN 881 — **MOLE**
All Sizes Reversible Seamless

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 2.80
30 x 54 in.	11 lbs.	4.15
36 x 63 in.	13 lbs.	4.95
4 x 6¾ ft.	22½ lbs.	8.35
5 x 8 ft.	34 lbs.	12.45
6 x 9 ft.	40 lbs.	16.75
7 x 9 ft.	47 lbs.	19.60
8 x 8 ft.	48 lbs.	19.70
8 x 10 ft.	60 lbs.	24.80
9 x 9 ft.	61 lbs.	24.85
9 x 12 ft.	80 lbs.	33.10
10 x 12 ft.	90 lbs.	37.40
10 x 13 ft.	97 lbs.	40.50
12 x 12 ft.	108 lbs.	44.05
12 x 15 ft.	134 lbs.	56.00

We can weave Pattern 881 in any other length and width—at 35c a square foot. Each square foot requires a little less than 1 pound of your material. HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches figured same as 36 inches wide.

Price for the **\$24⁸⁰**
8 x 10 ft. size

You Can Order this up-to-date Mole Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms

AS YOU enter this room from the outside, you are instantly impressed with a feeling of dignity. The perfect harmony of the room indicates at once that the occupants are people of refinement and excellent taste. This atmosphere has been achieved for the most part by using a one-tone Mole rug. Its soft, neutral shade blends perfectly with every article of decoration. Somehow, a Mole rug appears to increase the size of the room.

Due to the special OLSON weave the Mole rug will not show soil even when subjected to the hardest kind of wear. Send us

your old carpets, rugs and old clothing, no matter how worn or threadbare they may be or what color, and in one week's time you will get a rug in the beautiful Mole color exactly like the above. As in the fine Wilton rugs, the nap will be deep, luxurious, and firmly woven. Like all OLSON RUGS, this rug is woven reversible to give double wear.

You cannot lose a penny. Our strong guarantee protects you. Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough material, we will furnish new wool stock at 20c a pound (what it costs us).

PATTERN 586 — MULBERRY

All Sizes Reversible Seamless

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 2.75
30 x 54 in.	11 lbs.	4.25
36 x 63 in.	13 lbs.	4.85
4 x 6¾ ft.	22½ lbs.	8.30
5 x 8 ft.	34 lbs.	12.30
6 x 8 ft.	36 lbs.	14.60
6 x 9 ft.	40 lbs.	16.55
7 x 9 ft.	47 lbs.	19.20
8 x 8 ft.	48 lbs.	19.50
8 x 10 ft.	60 lbs.	24.50
8 x 11 ft.	66 lbs.	26.80
9 x 9 ft.	61 lbs.	24.70
9 x 11 ft.	74 lbs.	30.15
9 x 12 ft.	80 lbs.	32.85
10 x 10 ft.	75 lbs.	30.45
10 x 12 ft.	90 lbs.	36.60
10 x 13 ft.	97 lbs.	39.55
11 x 11 ft.	91 lbs.	36.85
11 x 14 ft.	115 lbs.	46.90
12 x 12 ft.	108 lbs.	43.70
12 x 14 ft.	125 lbs.	51.15
12 x 15 ft.	134 lbs.	54.55

We can weave Pattern 586 in any other length and width at 33c a square foot. Each square foot requires a little less than 1 pound of your material. HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches figured same as 36 inches wide.

Price for the **\$24⁵⁰**
8 x 10 ft. size

You Can Order this up-to-date Mulberry Rug regardless of the colors in your old material.

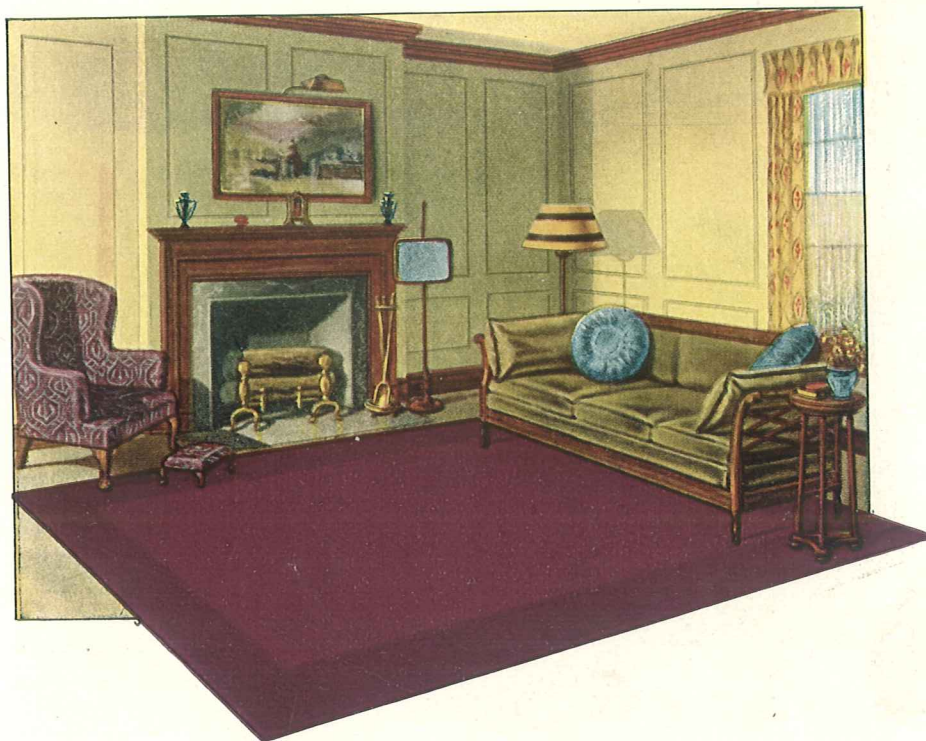
PICTURE this fashionable two-tone mulberry rug in your own home. Consider what a satisfying change this beautiful OLSON RUG would be—a rug with soft, deep luxurious nap. No matter what color your old material may be, no matter how faded or threadbare, we guarantee to reweave your old carpets, rugs and old clothing into beautiful, seamless new mulberry rugs that will delight you.

Imagine the charm that a new OLSON RUG in the exquisite shade of mulberry shown above would add to your home. Like all OLSON RUGS this rug is so woven that it will not show

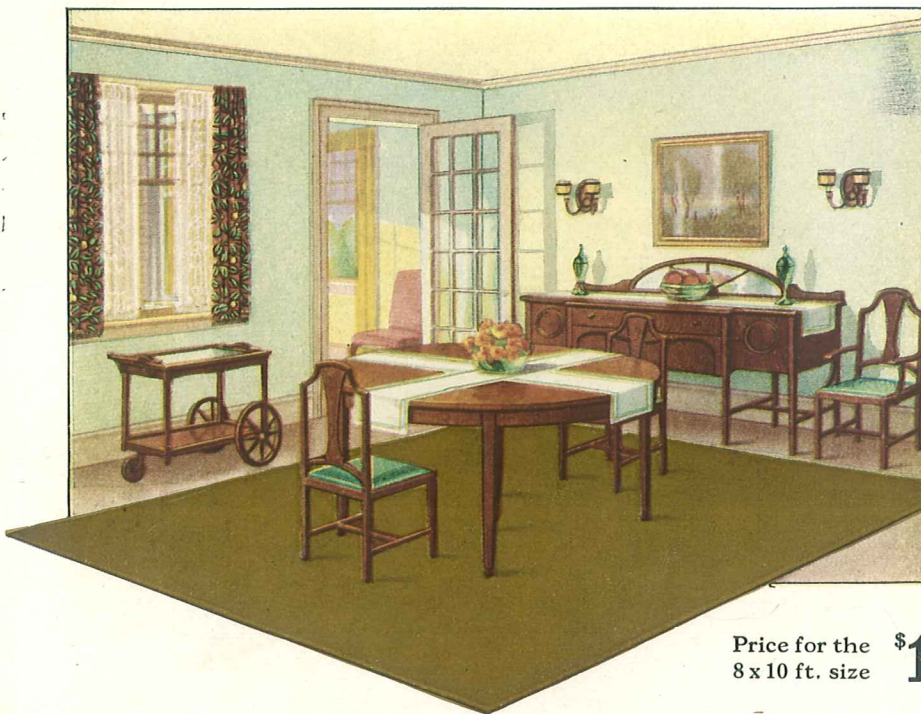
soil or foot marks. We guarantee to satisfy you or refund all your money and pay you for your material.

Why even consider a one sided store rug when you can get a reversible Olson rug and save half your money?

With the money you save by getting an OLSON RUG you can buy a new piece of furniture, or extra rugs. Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough material, we will furnish new wool stock at 20c a pound (what it costs us).



This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.



Price for the 8 x 10 ft. size **\$17⁴⁰**

PATTERN 681 — BROWN
All Sizes Reversible Seamless

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 1.95
30 x 54 in.	11 lbs.	2.80
36 x 63 in.	13 lbs.	3.35
4 x 6¾ ft.	22½ lbs.	5.90
5 x 8 ft.	34 lbs.	8.60
6 x 6 ft.	30 lbs.	7.65
6 x 8 ft.	36 lbs.	10.40
6 x 9 ft.	40 lbs.	11.65
7 x 7 ft.	37 lbs.	10.45
7 x 9 ft.	47 lbs.	13.40
8 x 8 ft.	48 lbs.	13.50
8 x 10 ft.	60 lbs.	17.40
8 x 11 ft.	66 lbs.	19.15
9 x 9 ft.	61 lbs.	17.20
9 x 11 ft.	74 lbs.	21.05
9 x 12 ft.	80 lbs.	23.05
10 x 10 ft.	75 lbs.	21.20
10 x 12 ft.	90 lbs.	25.65
10 x 13 ft.	97 lbs.	27.70
11 x 11 ft.	91 lbs.	25.85
11 x 14 ft.	115 lbs.	32.85
12 x 12 ft.	108 lbs.	30.80
12 x 14 ft.	125 lbs.	36.70
12 x 15 ft.	134 lbs.	38.20

We can weave Pattern 681 in any other length and width at 24c a square foot. Each square foot requires a little less than 1 pound of your material. HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches figured same as 36 inches wide.

You Can Order this up-to-date Brown Rug regardless of the colors in your old materials. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

THE exquisite beauty and restful effects which are obtainable by the use of one and two-toned rugs are unattainable in any other floor covering at the disposal of the interior decorator. A one-tone rug seemingly increases the size of the room and gives a feeling of solidity and quiet comfort that is most pleasing.

Pattern 681 is a great favorite for it goes well with practically every color scheme. It is easy to keep clean and it doesn't show soil. Colors are guaranteed fast. The close weave and depth of pile create a resilient surface which is very pleasant

to walk on. OLSON RUGS rival the high-grade Wiltons and Chenilles and yet they cost only one-half as much. Being reversible they will outwear two ordinary store rugs.

If you will send us your old carpets, rugs and old clothing, no matter how faded, threadbare or torn they may be, we guarantee to weave new rugs with the same deep smooth surface you find in Wilton rugs. Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough old material, we will furnish new wool stock at 20c a pound (what it costs us).

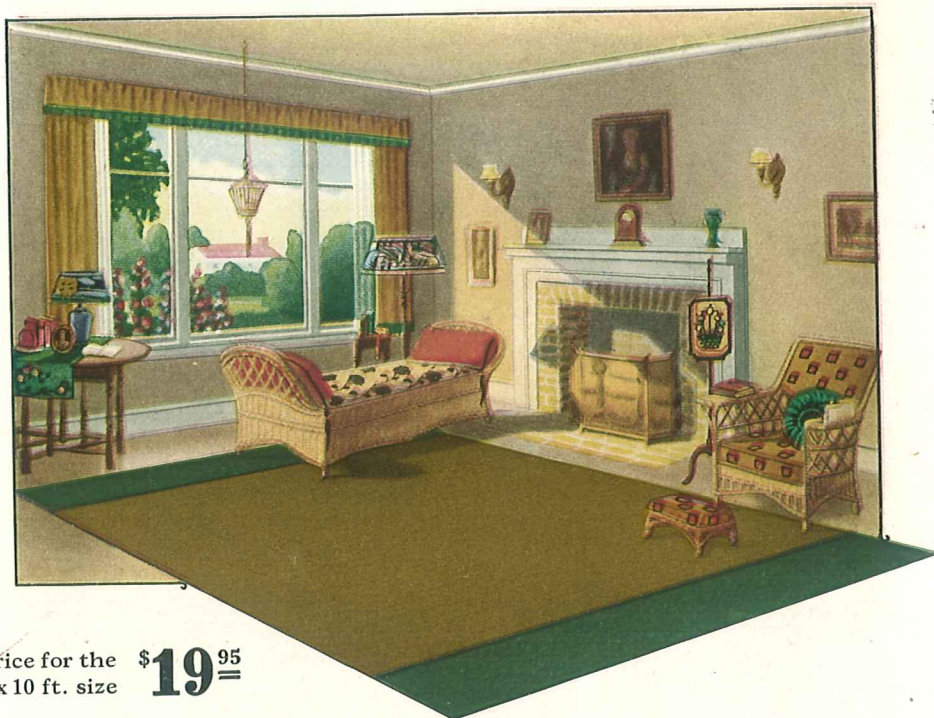
PATTERN 382—BROWN, Moss
Border, All Sizes, Reversible, Seamless

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 2.30
30 x 54 in.	11 lbs.	3.35
36 x 63 in.	13 lbs.	3.95
4 x 6¾ ft.	22½ lbs.	6.90
5 x 8 ft.	34 lbs.	10.10
6 x 8 ft.	36 lbs.	12.15
6 x 9 ft.	40 lbs.	13.35
7 x 9 ft.	47 lbs.	15.60
8 x 10 ft.	60 lbs.	19.95
9 x 11 ft.	74 lbs.	24.45
9 x 12 ft.	80 lbs.	26.65

We can weave Pattern 382 in any other length and width at 29c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches** figured same as 36 inches wide.

Olson Rugs will delight you. They are long-wearing, luxurious and appealing.

Price for the **\$19⁹⁵**
8 x 10 ft. size

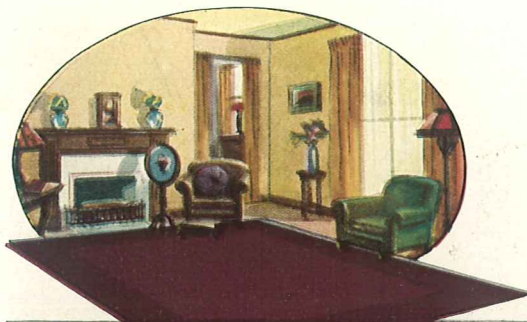


You Can Order this up-to-date Brown and Moss Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

EVERYTHING about this room suggests cheerfulness. How delightfully the brown rug with the Moss border enhances the attractiveness of this cozy room. Consider what a satisfying change this two-colored OLSON RUG would be—it is a rug for your living room, dining room, bedroom, in fact every room in the home. It is woven so that it will not show soil even when subjected to the most severe wear; and will outwear most of the costly grades of woven rugs because it is reversible. In one week's time we will reclaim your old carpets, rugs and old clothing and weave a firmly

woven rug exactly like this pattern which will be the object of your friends' admiration. Material reclaimed by our Patented Process cannot be detected.

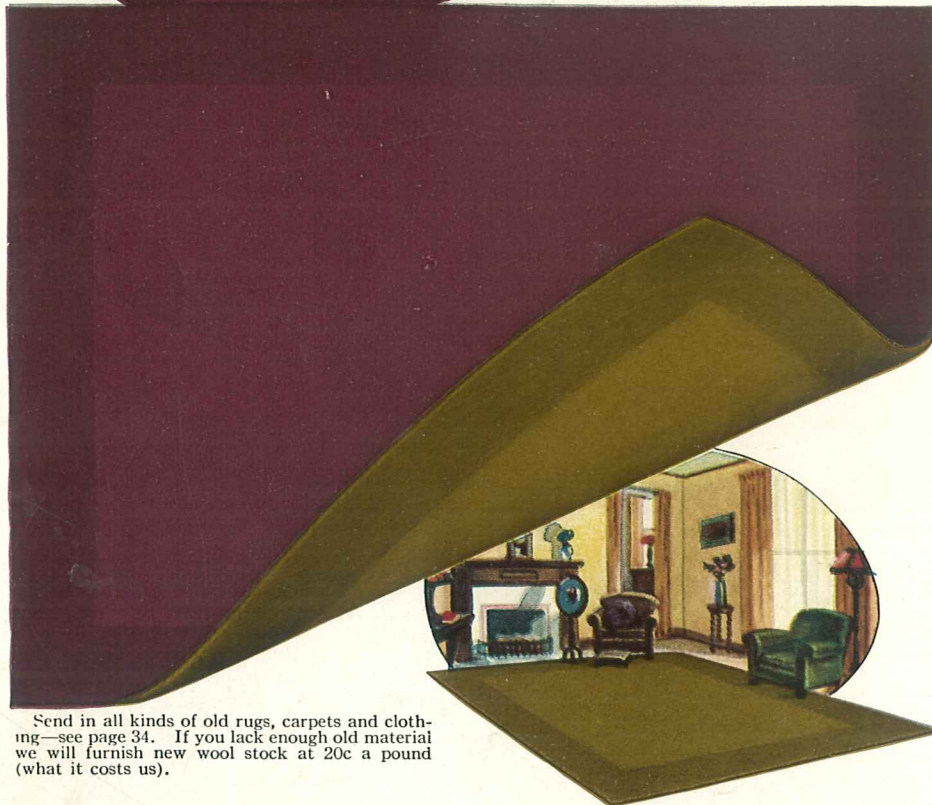
Because of their beauty, unusual durability and because they give their owners "pride of economy" OLSON RUGS are used in thousands of the most exclusive homes. An OLSON RUG rivals the fine Wiltons. Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough old material, we will furnish new wool stock at 20c a pound (what it costs us).



PATTERN 7806 — Mulberry on One Side and Brown on the Other. — — — All Sizes, Seamless

HERE is the latest achievement of the \$1,000,000 OLSON Patented Process—a beautiful rug combining two of the most serviceable and popular colors, the rich new Brown and regal Mulberry. The combination of these two colors is an achievement that we are mighty proud of. Note how completely the living-room on the left is transformed by merely reversing the rug as shown in the lower picture. This exclusive OLSON product has the deep, luxuriant pile, long wearing qualities and rich appearance of the high-priced Wilton and Chenille rugs at a fraction of the cost.

You Can Order this Combination Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.



Send in all kinds of old rugs, carpets and clothing—see page 34. If you lack enough old material we will furnish new wool stock at 20c a pound (what it costs us).

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 3.40
30 x 54 in.	11 lbs.	5.10
36 x 63 in.	13 lbs.	5.90
4 x 6¾ ft.	22½ lbs.	9.40
5 x 8 ft.	34 lbs.	13.95
6 x 8 ft.	36 lbs.	16.75
6 x 9 ft.	40 lbs.	18.95
7 x 9 ft.	47 lbs.	21.90
8 x 8 ft.	48 lbs.	22.35
8 x 10 ft.	60 lbs.	28.40
8 x 11 ft.	66 lbs.	30.75
9 x 9 ft.	61 lbs.	28.30
9 x 11 ft.	74 lbs.	34.60
9 x 12 ft.	80 lbs.	37.75
10 x 10 ft.	75 lbs.	34.95
10 x 12 ft.	90 lbs.	41.70
10 x 13 ft.	97 lbs.	45.15
11 x 11 ft.	91 lbs.	42.20
11 x 14 ft.	115 lbs.	53.75
12 x 12 ft.	108 lbs.	50.65
12 x 14 ft.	125 lbs.	58.65
12 x 15 ft.	134 lbs.	62.55

We can weave pattern 7806 in any other length and width at 38c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL and STAIR RUNNERS**, also **RUGS**, 27 and 30 inches wide figured the same as 36 inches wide.

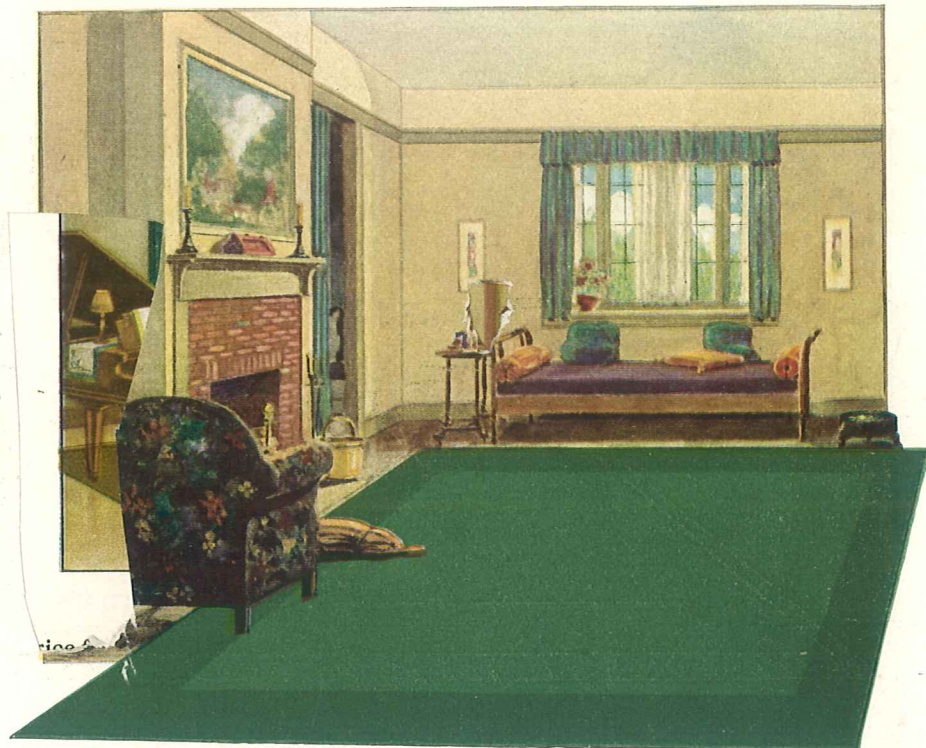
Price for the \$28⁴⁰
8 x 10 ft. size

PATTERN 486 — **MOSS**
All Sizes **Reversible** **Seamless**

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 2.50
30 x 54 in.	11 lbs.	3.90
36 x 63 in.	13 lbs.	4.35
4 x 6¾ ft.	22½ lbs.	7.50
5 x 8 ft.	34 lbs.	11.15
6 x 8 ft.	36 lbs.	13.50
6 x 9 ft.	40 lbs.	14.95
7 x 9 ft.	47 lbs.	17.25
8 x 8 ft.	48 lbs.	17.70
8 x 10 ft.	60 lbs.	22.45
8 x 11 ft.	66 lbs.	24.75
9 x 9 ft.	61 lbs.	22.35
9 x 11 ft.	74 lbs.	27.25
9 x 12 ft.	80 lbs.	29.85
10 x 10 ft.	75 lbs.	27.90
10 x 12 ft.	90 lbs.	33.45
10 x 13 ft.	97 lbs.	36.15
11 x 11 ft.	91 lbs.	33.90
11 x 14 ft.	115 lbs.	43.00
12 x 12 ft.	108 lbs.	39.95
12 x 14 ft.	125 lbs.	46.85
12 x 15 ft.	134 lbs.	50.20

We can weave Pattern 486 in any other length and width at 32c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL** and **STAIR RUNNERS**, also **RUGS**, 27 and 30 inches figured same as 36 inches wide.

Price for the **\$22⁴⁵**
 8 x 10 ft. size



You Can Order this up-to-date Moss Rug regardless of the colors in your old material.
 This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

MOSS, one of the very latest color creations, has found instant favor among all leading interior decorators. Its popularity is easily explained—another exquisite color in a neutral shade that fits in with every scheme of decoration. As a color it is restful to the eye. It imparts to all surroundings a certain subdued elegance that will satisfy the most discriminating person.

Even when subjected to the most severe wear this beautiful Moss Rug will not show soil. Neither is it hard to keep clean.

The nap is deep, rich and firm. Finished the same on both sides.

You can get a rug in this delightful Moss shade from your old carpets, rugs and old clothing regardless of how worn or threadbare or what color they may be. The rug will equal in every respect the high grade Wiltons, and the price is lower than the most inexpensive store rug.

Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough material, we will furnish new wool stock at 20c a pound (what it costs us).



PATTERN 388 — GREEN
With Brown Border.
All Sizes Reversible Seamless

REGULAR SIZES	Amount of Material You Should Send	PRICE
30 x 54 in.	11 lbs.	\$ 3.80
36 x 63 in.	13 lbs.	4.25
4 x 6 1/4 ft.	22 1/2 lbs.	7.35
5 x 8 ft.	34 lbs.	10.90
6 x 8 ft.	36 lbs.	13.25
6 x 9 ft.	40 lbs.	14.70
7 x 9 ft.	47 lbs.	16.95
8 x 8 ft.	48 lbs.	17.40
8 x 10 ft.	60 lbs.	21.95
9 x 9 ft.	61 lbs.	21.95
9 x 11 ft.	74 lbs.	26.75
9 x 12 ft.	80 lbs.	29.30
10 x 12 ft.	90 lbs.	32.80
10 x 13 ft.	97 lbs.	35.50
12 x 12 ft.	108 lbs.	39.20
12 x 15 ft.	134 lbs.	49.25

We can weave Pattern 388 in **any other length and width** at 31c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL** and **STAIR RUNNERS**, also **RUGS**, 27 and 30 inches figured same as 36 inches wide.

Price for the \$21⁹⁵
 8 x 10 ft. size

You Can Order this up-to-date Green and Brown Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

THIS beautiful two colored OLSON RUG may be appropriately applied to a wide variety of schemes. The center and outside border are a beautiful soft green; the inner border is a rich lustrous brown which gives the rug a perfect balance of color so largely responsible for the great charm of this design. Good taste is not a matter of expense. Because of our SPECIAL PROCESS of reclaiming your old rugs, carpets and clothing, we have made it possible for every home in this country to enjoy luxurious one and two-tone rugs. If you have priced rugs in your local stores you will realize

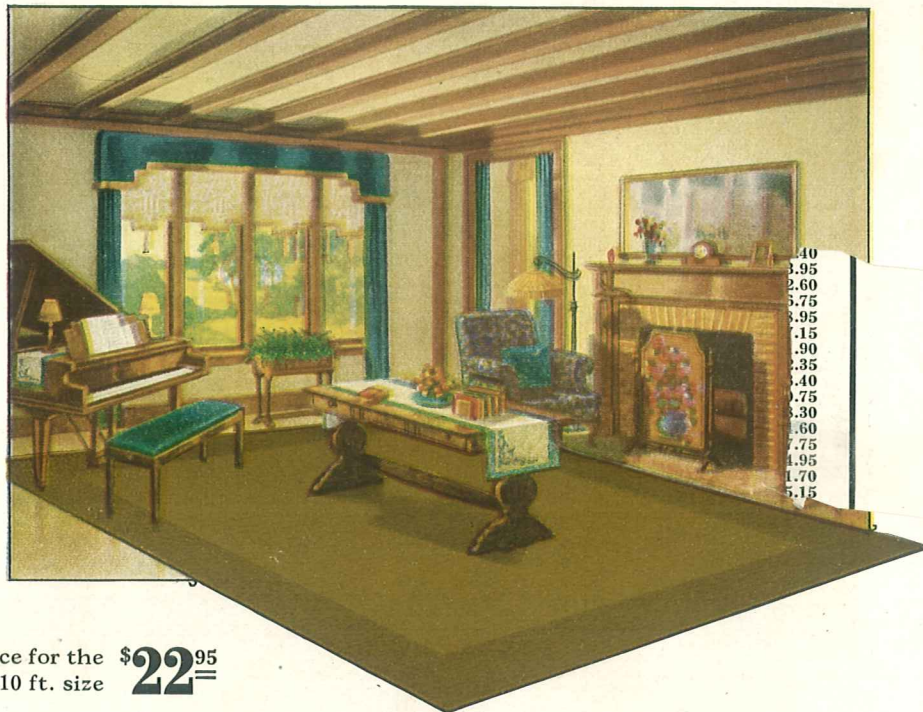
that by sending us your old material **you can save one-half on your rug.** Where can you get a rug of equal beauty and durability at a price so low? OLSON RUGS are the equal of the high-priced Wiltons. Like all OLSON RUGS this pattern is woven seamless and **reversible** with same luxurious deep pile on **both sides** to give twice the wear.

Send in all kinds of old rugs, carpets and clothing—see page 3.4 To help you out in case you lack enough old material, we will furnish new wool stock at 20c a pound (what it costs us). Every order completed in one week.

PATTERN 686 — **BROWN**
All Sizes **Seamless** **Reversible**

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 2.60
30 x 54 in.	11 lbs.	4.00
36 x 63 in.	13 lbs.	4.50
4 x 6¾ ft.	22½ lbs.	7.70
5 x 8 ft.	34 lbs.	11.45
6 x 6 ft.	30 lbs.	10.35
6 x 8 ft.	36 lbs.	13.90
6 x 9 ft.	40 lbs.	15.40
7 x 7 ft.	37 lbs.	14.20
7 x 9 ft.	47 lbs.	17.75
8 x 8 ft.	48 lbs.	18.25
8 x 10 ft.	60 lbs.	22.95
8 x 11 ft.	66 lbs.	25.45
9 x 9 ft.	61 lbs.	23.00
9 x 11 ft.	74 lbs.	28.05
9 x 12 ft.	80 lbs.	30.75
10 x 10 ft.	75 lbs.	28.65
10 x 12 ft.	90 lbs.	34.40
10 x 13 ft.	97 lbs.	37.20
11 x 11 ft.	91 lbs.	34.90
11 x 14 ft.	115 lbs.	44.25
12 x 12 ft.	108 lbs.	41.10
12 x 14 ft.	125 lbs.	48.15
12 x 15 ft.	134 lbs.	51.60

We can weave Pattern 686 in any other length and width at 32c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL** and **STAIR RUNNERS**, also **RUGS**, 27 and 30 inches figured same as 36 inches wide.



Price for the **\$22⁹⁵**
8 x 10 ft. size

You Can Order this up-to-date Brown Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

THIS attractive two-tone brown rug is a great favorite for the living-room, dining-room, hall, and bedroom. In fact, it is equally suited for every room in the home. The center is a beautiful, lustrous brown; the border is of a darker shade that blends perfectly with the center. Same colors on both sides. Like the fine Wiltons and Chenilles, it is woven with a firm body and thick, rich pile, insuring many years of satisfactory wear. The color is guaranteed fast.

The body of the rug is strong and the softness of its velvety

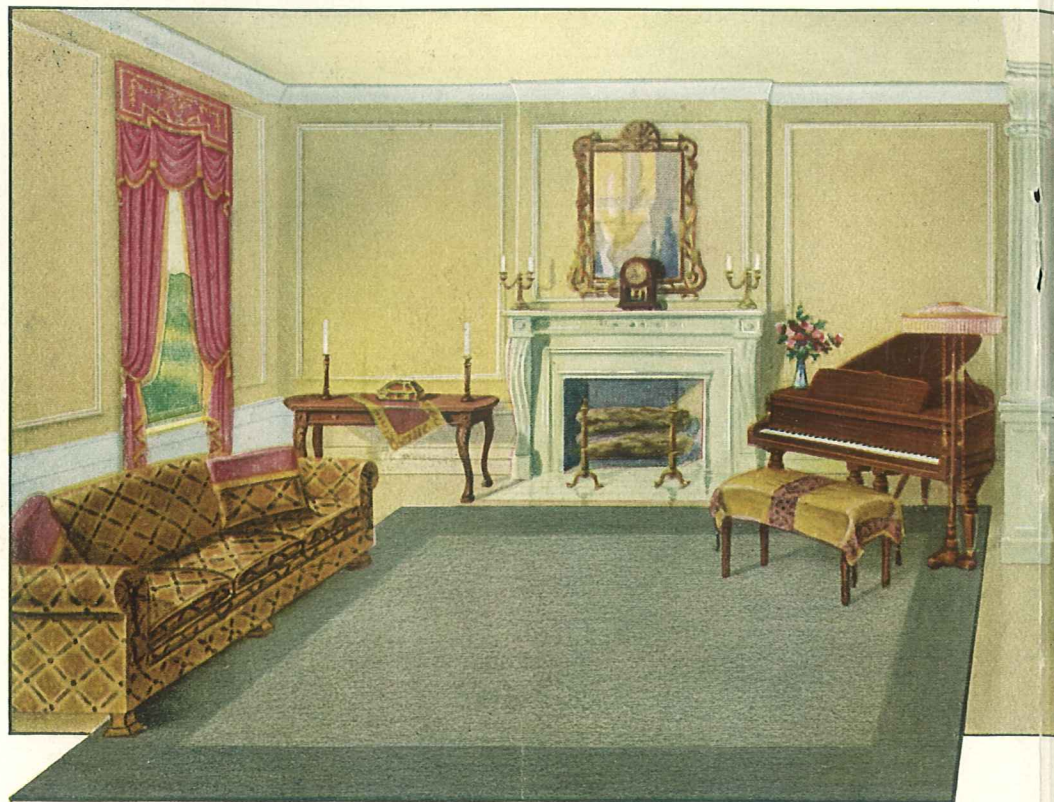
pile makes an especially pleasant feeling under foot. We cannot impress upon your mind too strongly that rugs of the same appearance and quality are sold by rug dealers throughout the country at prices ranging from \$60.00 to \$75.00 for room sizes. After we have reclaimed your old material even an expert cannot tell the difference from new wool material. Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough old material, we will furnish new wool stock at 20c a pound (what it costs us).

PATTERN 886 — MOLE
All Sizes Reversible Seamless

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 3.10
30 x 54 in.	11 lbs.	4.75
36 x 63 in.	13 lbs.	5.50
4 x 6¼ ft.	22½ lbs.	9.40
ft.	34 lbs.	13.95
ft.	30 lbs.	12.60
ft.	36 lbs.	16.75
ft.	40 lbs.	18.95
ft.	37 lbs.	17.15
ft.	47 lbs.	21.90
ft.	48 lbs.	22.35
ft.	60 lbs.	28.40
ft.	66 lbs.	30.75
ft.	61 lbs.	28.30
ft.	74 lbs.	34.60
ft.	80 lbs.	37.75
ft.	75 lbs.	34.95
ft.	90 lbs.	41.70
ft.	97 lbs.	45.15
ft.	91 lbs.	42.20
11 x 14 ft.	115 lbs.	53.75
12 x 12 ft.	108 lbs.	50.65
12 x 14 ft.	125 lbs.	58.65
12 x 15 ft.	134 lbs.	62.55

We can weave Pattern 886 in any other length and width at 38c a square foot. Each square foot requires a little less than 1 pound of your material. HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches figured same as 36 inches wide.

Price for the **\$28⁴⁰**
8 x 10 ft. size



You Can Order this up-to-date Mole Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

WHAT a delightful living room! What exquisite colorings!" you exclaim. The charm of this lovely room illustrates one of the many beautiful effects obtained by using this rich, harmonious color. Its suitability to all rooms in the home is apparent. Two-tone mole rugs are extremely popular.

There is something distinguished and refined about this beautiful shade that makes it a great favorite. The same pattern on both sides means double wear. Because of the firm weave and depth of pile, OLSON RUGS are adapted to rooms where

hard wear is expected. They won't show the soil. By our remarkable process of **reclaiming** the wool and other materials in your old carpets, rugs and clothing, we have brought fashionable, two-tone mole rugs within the reach of all pocketbooks.

Here is your opportunity to get a new rug that rivals the fine Wiltons **for less than half the price**. Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough old material, we will furnish new wool stock at 20c a pound (what it costs us).

Living Rm.



PATTERN 186 — BLUE
All Sizes Reversible Seamless

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 3.10
30 x 54 in.	11 lbs.	4.75
36 x 63 in.	13 lbs.	5.50
4 x 6¾ ft.	22½ lbs.	9.40
5 x 8 ft.	34 lbs.	13.95
6 x 6 ft.	30 lbs.	12.60
6 x 8 ft.	36 lbs.	16.75
6 x 9 ft.	40 lbs.	18.95
7 x 7 ft.	37 lbs.	17.15
7 x 9 ft.	47 lbs.	21.90
8 x 8 ft.	48 lbs.	22.35
8 x 10 ft.	60 lbs.	28.40
8 x 11 ft.	66 lbs.	30.75
9 x 9 ft.	61 lbs.	28.30
9 x 11 ft.	74 lbs.	34.60
9 x 12 ft.	80 lbs.	37.75
10 x 10 ft.	75 lbs.	34.95
10 x 12 ft.	90 lbs.	41.70
10 x 13 ft.	97 lbs.	45.15
11 x 11 ft.	91 lbs.	42.20
11 x 14 ft.	115 lbs.	58.65
12 x 12 ft.	108 lbs.	50.65
12 x 14 ft.	125 lbs.	58.65
12 x 15 ft.	134 lbs.	62.55

We can weave Pattern 186 in any other length and width at 38c a square foot. Each square foot requires a little less than 1 pound of your material. HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches figured same as 36 inches wide.

Price for the \$28⁴⁰
8 x 10 ft. size

You Can Order this up-to-date Blue Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

WHEN you entertain guests and you gather the family together for a reunion, the dining room is brought into unusual prominence. You want a floor covering that adds dignity and refinement. That is why we urge you to send your old carpets, rugs and old clothing to be carded, combed, bleached and completely reclaimed like new and then woven into beautiful new OLSON RUGS. You will get a rug that is the equal of the highest grade Wilton at a price lower than the most inexpensive store rug you can buy. Observe the richness and refinement of the attractive OLSON

RUG shown above—the soft, exquisite shade of blue, and the border of a darker shade. Same on both sides. What a perfect background it makes for the handsome, Old English period design, walnut dining-room set. OLSON RUGS are so woven that they do not show soil. Remember, our strong guarantee goes with every OLSON RUG. Every order completed in ONE WEEK.

Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough old material, we will furnish new wool stock at 20c a pound (what it costs us).

Three Strong Testimonials



from **TODAY'S HOUSEWIFE**
One of the Foremost
Home Magazines

from
The MODERN PRISCILLA
A Leading Publication



From the U. S. Trade Reports

HAVING lately received many requests from interested persons regarding the best makes of rugs from old carpets, we have been investigating the subject thoroughly, and as a result are now prepared to recommend and unqualifiedly endorse the rugs manufactured by the **OLSON RUG CO.**, of Chicago, as being by far the best on the market.

"The rugs manufactured by this establishment not only equal those offered by any other manufacturer, but in points of workmanship and finish cannot be surpassed, and no house in the country is more fully equipped to meet modern demands in this line. They are firm believers in quality, and zealously guard the

quality of their products at all times by using only the best materials and employing experienced workmen.

"The most phenomenal success with which their rugs have been introduced into new fields, and the constantly increasing demands from old customers, suggest that building trade upon quality has proved a great success.

"From our observations locally, also referring the matter to our representatives in all the principal cities, we feel justified in extending our editorial commendation to the **OLSON RUG CO.**, of Chicago."

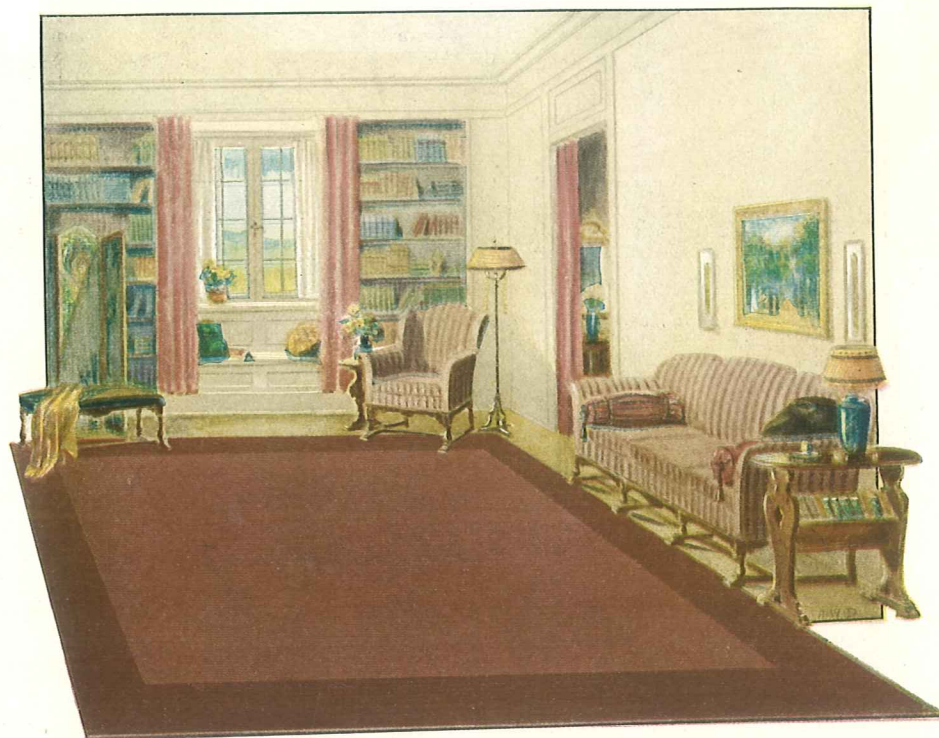
PATTERN 286 — MAHOGANY

All Sizes Reversible Seamless

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 2.50
30 x 54 in.	11 lbs.	3.90
36 x 63 in.	13 lbs.	4.35
4 x 6¾ ft.	22½ lbs.	7.50
5 x 8 ft.	34 lbs.	11.15
6 x 8 ft.	30 lbs.	10.10
6 x 8 ft.	36 lbs.	13.50
6 x 9 ft.	40 lbs.	14.95
6 x 9 ft.	47 lbs.	17.25
7 x 9 ft.	48 lbs.	17.70
8 x 8 ft.	60 lbs.	22.45
8 x 10 ft.	66 lbs.	24.75
8 x 11 ft.	61 lbs.	22.35
9 x 9 ft.	74 lbs.	27.25
9 x 11 ft.	80 lbs.	29.85
9 x 12 ft.	75 lbs.	27.90
10 x 10 ft.	90 lbs.	33.45
10 x 12 ft.	97 lbs.	36.15
10 x 13 ft.	91 lbs.	33.90
11 x 11 ft.	115 lbs.	42.95
11 x 14 ft.	108 lbs.	39.95
12 x 12 ft.	125 lbs.	46.85
12 x 14 ft.	134 lbs.	50.20

We can weave Pattern 286 in any other length and width at 32c a square foot. Each square foot requires a little less than 1 pound of your material. HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches figured same as 36 inches wide.

Price for the **\$22⁴⁵**
8 x 10 ft. size

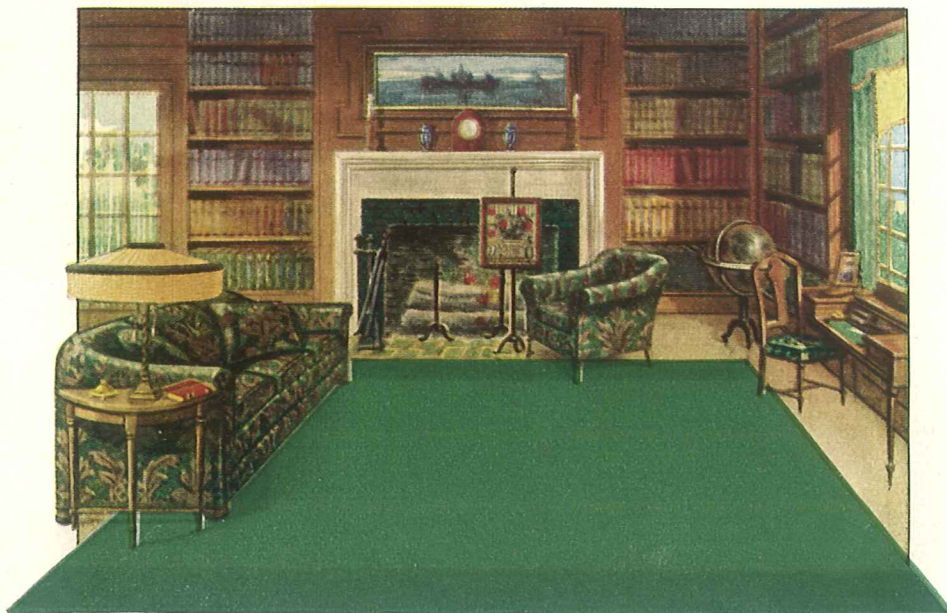


You Can Order this up-to-date Mahogany Rug regardless of the colors in your old material.
This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

MAHOGANY, one of the very newest shades, has leaped into instant popularity. Its suitability to all schemes of decoration and the fact that it can be subjected to the most severe wear without showing soil has made it a great favorite. Picture this rich looking rug in your own home. Like the fine Wiltons, the nap or surface is soft, deep and luxurious. Finished the same on both sides. Like all OLSON RUGS this pattern is woven seamless and reversible to give double the wear. And you save half the price of a store rug.

You can order an OLSON RUG in this refined Mahogany shade with perfect assurance that you are getting the very latest in floor coverings. Colors are guaranteed fast. It makes no difference what color your old material is. Remember, our strong guarantee goes with every OLSON RUG. An OLSON RUG will delight you.

Send in all kinds of old rugs, carpets and clothes—see page 34. To help you out in case you lack enough old material, we will furnish new wool stock at 20c a pound (what it costs us).



PATTERN 482 — **MOSS**
All Sizes Reversible Seamless

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 2.30
30 x 54 in.	11 lbs.	3.35
36 x 63 in.	13 lbs.	3.95
4 x 6¾ ft.	22½ lbs.	6.90
5 x 8 ft.	34 lbs.	10.10
6 x 8 ft.	36 lbs.	12.15
6 x 9 ft.	40 lbs.	13.35
7 x 9 ft.	47 lbs.	15.60
8 x 10 ft.	60 lbs.	19.95
8 x 11 ft.	66 lbs.	22.15
9 x 11 ft.	74 lbs.	24.45
9 x 12 ft.	80 lbs.	26.65
10 x 12 ft.	90 lbs.	29.75

We can weave Pattern 482 in any other length and width at 29c a square foot. Each square foot requires a little less than 1 pound of your material. HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches figured same as 36 inches wide.

Price for the **\$19⁹⁵**
8 x 10 ft. size

You Can Order this up-to-date Moss Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

THIS pattern is most certain to give satisfaction under all circumstances. It is distinctly an all-purpose rug. Scientists and interior decorators agree that each color has a certain effect on the human mind, and that the effect of Moss Green is one of increased vitality and happiness.

What an ideal rug, therefore, for any room in the home. Like the fine Wiltons and Chenilles, it is closely woven, with a deep, luxurious nap that gives that soft, pleasant cushion-like feel under foot. An OLSON RUG will delight you.

Just think! You can get this refreshing Moss color from your old carpets, rugs and old clothing regardless of how worn or

threadbare they are. This one-tone Moss rug, like all other OLSON RUGS, is seamless. The pattern is the same on both sides. Being reversible it will outwear two ordinary store rugs, and the cost is small in comparison.

You can order this beautiful rug with perfect assurance that you are getting the very latest in floor coverings. Remember, our strong guarantee of satisfaction or money cheerfully refunded goes with every OLSON RUG.

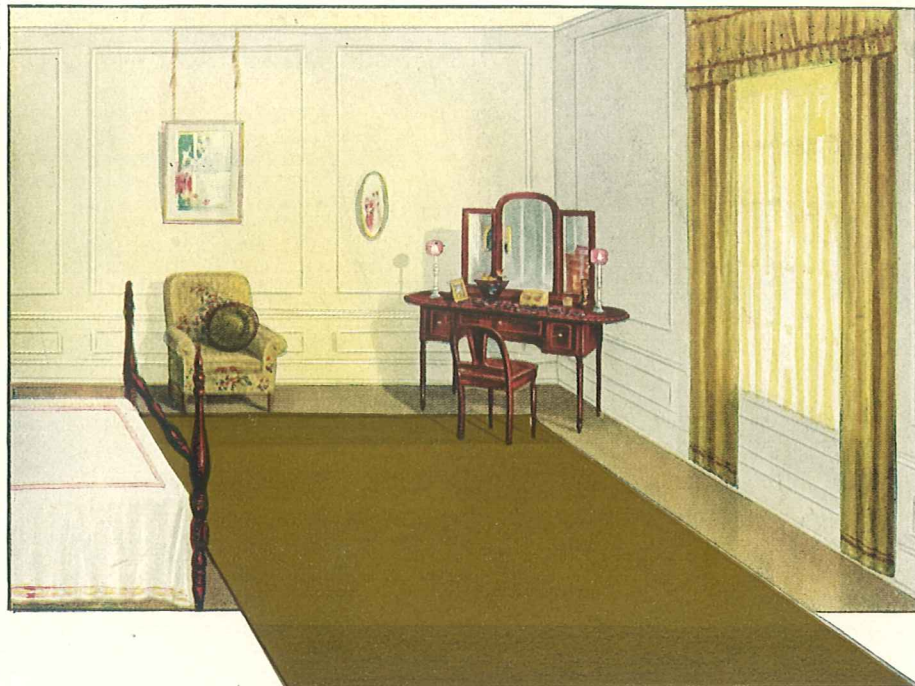
Send in all kinds of old rugs, carpets, and clothing—see page 34. To help you out in case you lack enough old material we will furnish new wool stock at 20c a pound (what it costs us).

PATTERN 682 — BROWN
All Sizes Reversible Seamless

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 2.30
30 x 54 in.	11 lbs.	3.35
36 x 63 in.	13 lbs.	3.95
4 x 6¾ ft.	22½ lbs.	6.90
5 x 8 ft.	34 lbs.	10.10
6 x 8 ft.	36 lbs.	12.15
6 x 9 ft.	40 lbs.	13.35
7 x 9 ft.	47 lbs.	15.60
8 x 10 ft.	60 lbs.	19.95
8 x 11 ft.	66 lbs.	22.15
9 x 11 ft.	74 lbs.	24.45
9 x 12 ft.	80 lbs.	26.65
10 x 12 ft.	90 lbs.	29.75
10 x 13 ft.	97 lbs.	32.35
11 x 14 ft.	115 lbs.	38.15
12 x 15 ft.	134 lbs.	44.65

We can weave Pattern 682 in any other length and width at 29c a square foot. Each square foot requires a little less than 1 pound of your material. HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches figured same as 36 inches wide.

Price for the 8 x 10 ft. size **\$19⁹⁵**



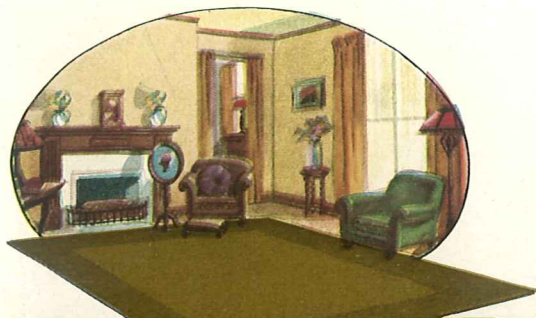
You Can Order this up-to-date Brown Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

THE atmosphere of inviting restfulness presented by this delightful bedroom is largely due to the attractive OLSON RUG shown.

The rich, lustrous brown of the center of the rug offers just the right contrast to the end borders in the deeper shade. This is an unusually popular pattern. Same pattern and finish on both sides. It does not show soil—will give long and satisfactory wear. By having your old carpets, rugs and clothing rewoven into fashionable two-tone OLSON RUGS, you, too, can achieve this note of perfect harmony—and actually save

money besides. One- and two-tone rugs give that air of refinement impossible to secure with any other floor covering. OLSON RUGS are made in rich, tasteful colors that you can live with year in and year out and never tire of, as you do of the ordinary rugs with fancy designs. Closely and firmly woven. Soft and pleasant to walk on.

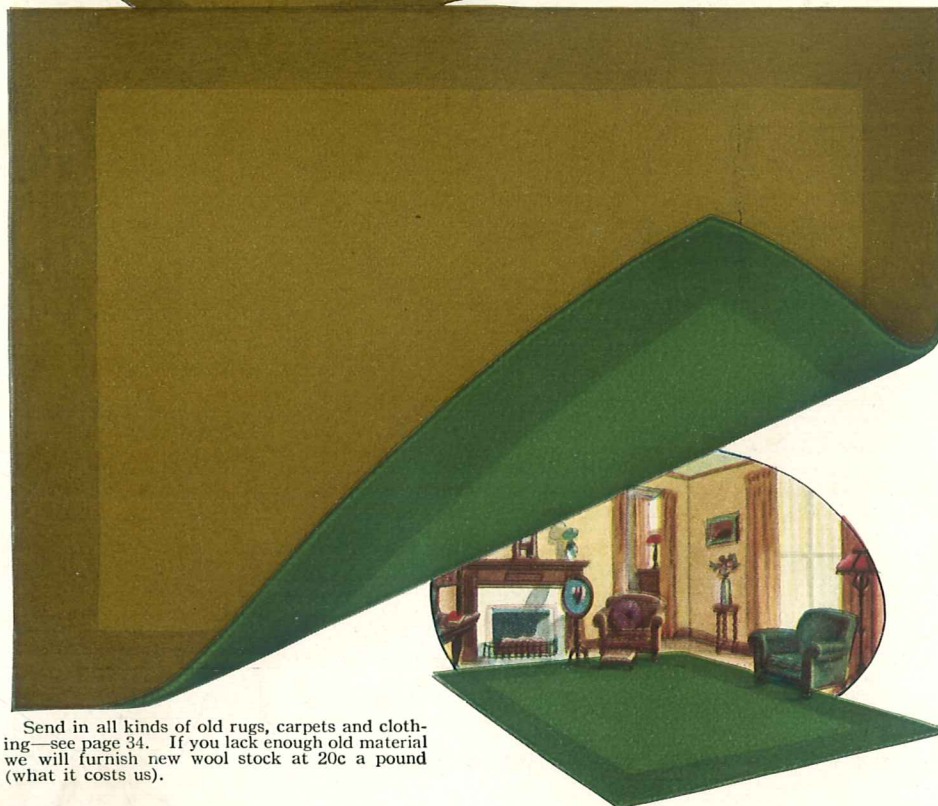
Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough old material, we will furnish new wool stock at 20c a pound (what it costs us). Every order completed within one week.



PATTERN 4806 — Brown on One Side and Moss on
the Other — — All Sizes, Seamless

HAVEN'T you often wished that you could completely change the color scheme of a room? Well, you now can, without spending one extra cent, by ordering this splendid combination rug. Note how completely the living room on the left is transformed by merely reversing the rug as shown in the lower picture. This exclusive OLSON product is woven from your old carpets, rugs and old clothing. It has the deep, luxurious pile, long wearing qualities, and rich appearance of the high-priced Wilton and Chenille rugs, at a fraction of the cost. Colors are fast.

You Can Order this Combination Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.



Send in all kinds of old rugs, carpets and clothing—see page 34. If you lack enough old material we will furnish new wool stock at 20c a pound (what it costs us).

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 3.40
30 x 54 in.	11 lbs.	5.10
36 x 63 in.	13 lbs.	5.90
4 x 6¾ ft.	22½ lbs.	9.40
5 x 8 ft.	34 lbs.	13.95
6 x 8 ft.	36 lbs.	16.75
6 x 9 ft.	40 lbs.	18.95
7 x 9 ft.	47 lbs.	21.90
8 x 8 ft.	48 lbs.	22.35
8 x 10 ft.	60 lbs.	28.40
8 x 11 ft.	66 lbs.	30.75
9 x 9 ft.	61 lbs.	28.30
9 x 11 ft.	74 lbs.	34.60
9 x 12 ft.	80 lbs.	37.75
10 x 10 ft.	75 lbs.	34.95
10 x 12 ft.	90 lbs.	41.70
10 x 13 ft.	97 lbs.	45.15
11 x 11 ft.	91 lbs.	42.20
11 x 14 ft.	115 lbs.	53.75
12 x 12 ft.	108 lbs.	50.65
12 x 14 ft.	125 lbs.	58.65
12 x 15 ft.	134 lbs.	62.55

We can weave Pattern 4806 in any other length and width at 38c a square foot. Each square foot requires a little less than 1 pound of your material. HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches figured same as 36 inches.

Price for the 8 x 10 ft. size **\$28⁴⁰**

OLSON RUG CO., CHICAGO

PATTERN 688—BROWN, Moss
Border, All Sizes. Reversible, Seamless

REGULAR SIZES	Amount of Material You Should Send	PRICE
30 x 54 in.	11 lbs.	\$ 3.80
36 x 63 in.	13 lbs.	4.25
4 x 6 3/4 ft.	22 1/2 lbs.	7.35
5 x 8 ft.	34 lbs.	10.90
6 x 8 ft.	36 lbs.	13.25
6 x 9 ft.	40 lbs.	14.70
7 x 9 ft.	47 lbs.	16.95
8 x 8 ft.	48 lbs.	17.40
8 x 10 ft.	60 lbs.	21.85
9 x 9 ft.	61 lbs.	21.95
9 x 11 ft.	74 lbs.	26.75
9 x 12 ft.	80 lbs.	29.30
10 x 12 ft.	90 lbs.	32.80
10 x 13 ft.	97 lbs.	35.50
12 x 12 ft.	108 lbs.	39.20
12 x 15 ft.	134 lbs.	48.25

We can weave Pattern 688 in any other length and width at 31c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL** and **STAIR RUNNERS**, also **RUGS**, 27 and 30 inches figured same as 36 inches wide.

Price for the **\$21⁸⁵**
8 x 10 ft. size



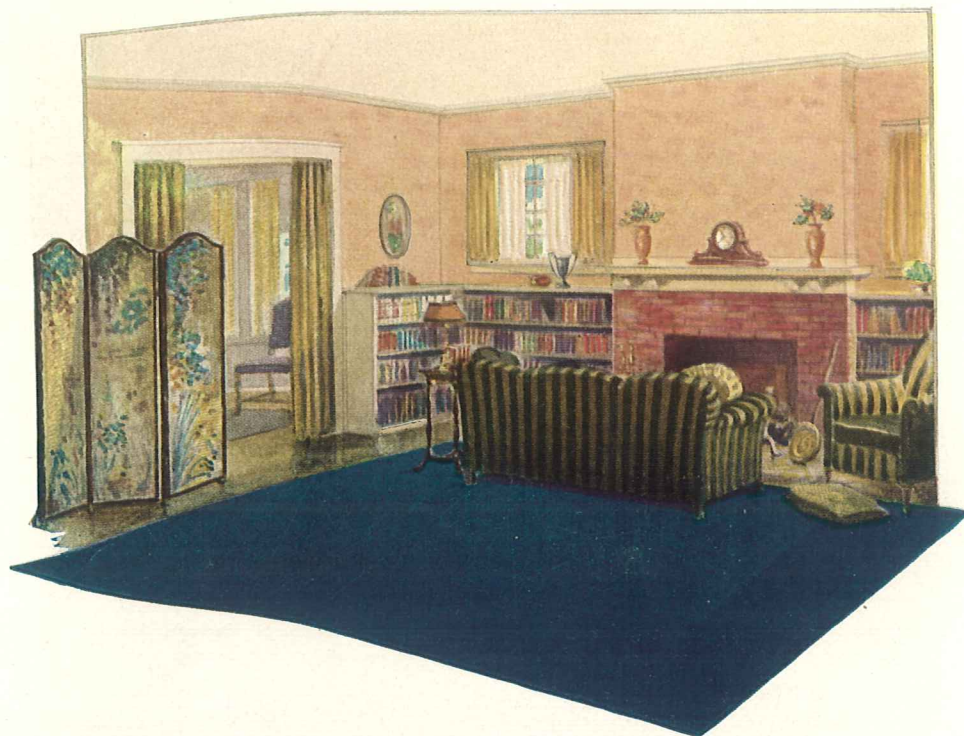
You Can Order this up-to-date Brown and Moss Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

PICTURE this beautiful rug in your own home. Consider how much charm and individuality you can add to any room by choosing this attractive combination of colors. Note how effective the soft Moss border is against the rich Brown center. A delightfully balanced design and color treatment. Like the fine Wiltons, the nap or surface is soft, deep and luxurious. Because this rug is woven seamless and reversible with the same luxurious nap on both sides, it will outwear two ordinary rugs.

If you have priced rugs in your local stores you will realize

that by sending us your old rugs, carpets and clothing to be reclaimed by the Patented OLSON Process, you can save one-half on your new rugs. The large department stores in New York and Chicago are selling these fashionable bordered two-toned rugs of the same splendid weave as OLSON RUGS at \$72.00 for the 8 x 10 ft. size.

Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough old material, we will furnish our new wool stock at 20c a pound (what it costs us). Every order completed within one week.



PATTERN 181 — **BLUE**
All Sizes Reversible Seamless

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 2.80
30 x 54 in.	11 lbs.	4.15
36 x 63 in.	13 lbs.	4.95
4 x 6¾ ft.	22½ lbs.	8.35
5 x 8 ft.	34 lbs.	12.45
6 x 9 ft.	40 lbs.	16.75
7 x 9 ft.	47 lbs.	19.60
8 x 8 ft.	48 lbs.	19.65
8 x 10 ft.	60 lbs.	24.80
9 x 9 ft.	61 lbs.	24.85
9 x 12 ft.	80 lbs.	33.10
10 x 12 ft.	90 lbs.	37.40
12 x 12 ft.	108 lbs.	44.05
12 x 15 ft.	134 lbs.	55.95

We can weave Pattern 181 in any other length and width at 35c a square foot. Each square foot requires a little less than 1 pound of your material. HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches figured same as 36 inches wide.

Price for the **\$24⁸⁰**
8 x 10 ft. size

You Can Order this up-to-date Blue Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

THIS room fairly breathes an atmosphere of charm and contentment. Wouldn't it give you an infinite amount of pleasure to spend a few of your leisure hours each day in a surrounding of this kind? There are many features about this room that tend to make it livable, but none of more importance than the beautiful blue OLSON RUG on the floor. Blue is a very essential color in any home.

The remarkable demand for blue OLSON RUGS is conclusive proof of their desirability. By sending us your old materials you can save half your rug money.

The firm weave and deep nap give them the same luxurious feel under foot that you find in the most expensive Wilton rugs. Due to the special OLSON weave, the above rug will stand unusual wear without showing soil. Like all OLSON RUGS it is seamless and two-sided. Being reversible it will outwear two store rugs. Colors are guaranteed fast.

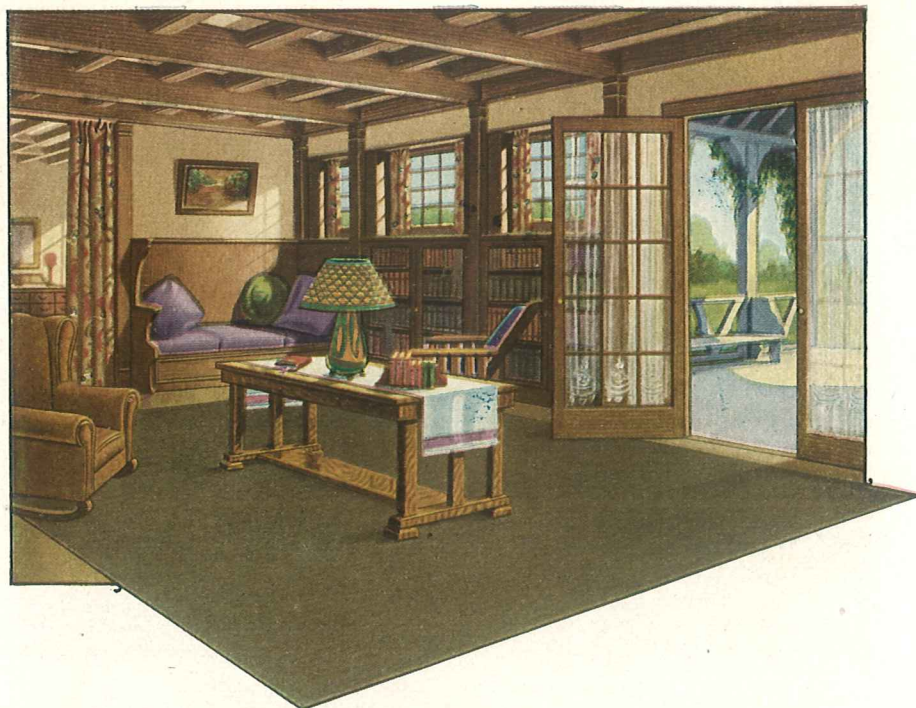
Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough old material, we will furnish new wool stock at 20c a pound (what it costs us). Every order is completed within one week. Satisfaction guaranteed.

PATTERN 981 — TAUPE
All Sizes Reversible Seamless

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 2.80
30 x 54 in.	11 lbs.	4.15
36 x 63 in.	13 lbs.	4.95
4 x 6¾ ft.	22½ lbs.	5.35
5 x 8 ft.	34 lbs.	12.45
6 x 8 ft.	36 lbs.	12.70
6 x 9 ft.	40 lbs.	16.75
7 x 9 ft.	47 lbs.	19.60
8 x 8 ft.	48 lbs.	19.70
8 x 10 ft.	60 lbs.	24.80
8 x 11 ft.	66 lbs.	26.95
9 x 9 ft.	61 lbs.	24.85
9 x 11 ft.	74 lbs.	30.35
9 x 12 ft.	80 lbs.	33.10
10 x 10 ft.	75 lbs.	30.65
10 x 12 ft.	90 lbs.	37.40
10 x 13 ft.	97 lbs.	40.50
12 x 12 ft.	108 lbs.	44.05
12 x 15 ft.	134 lbs.	55.95

We can weave Pattern 981 in any other length and width—at 35c a square foot. Each square foot requires a little less than 1 pound of your material. HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches figured same as 36 inches wide.

Price for the **\$24⁸⁰**
 8 x 10 ft. size



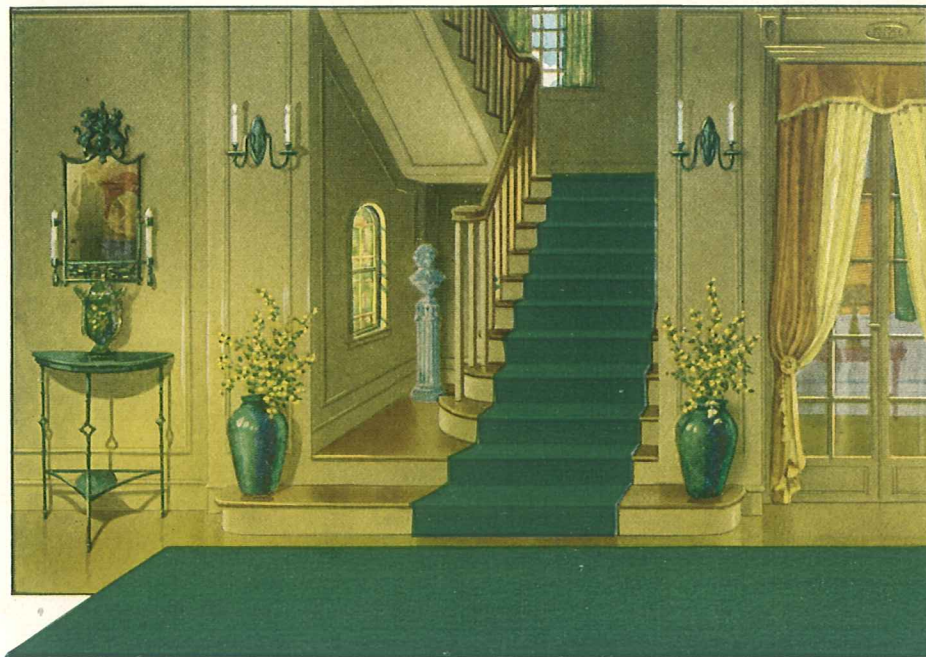
You Can Order this up-to-date Taupe Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

TAUPE is the fashionable new color, used in the finest floor coverings, that has won such tremendous popularity. A more sensible shade for a rug has never been used. Not only does this exquisite color lend itself to better furniture and decorations but it stands up under the most severe wear without showing soil. Taupe blends perfectly with every decorating scheme. Note how agreeably the broad expanse of taupe color harmonizes with the walls, draperies and furniture in the living room above. The rich beauty of this rug will transform any room. You will be delighted.

You will be making a wise selection if you choose a taupe OLSON RUG for any room. The popular tendency is for one and two-toned rugs that cover nearly the entire floor.

We recommend taupe for use in every room where unusual wear is expected. The nap is deep and luxurious like the high grade Wiltons and Chenilles. Finished the same on both sides. Colors are guaranteed fast.

Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough old material, we will furnish new wool stock at 20c a pound (what it costs us).



PATTERN 481 — MOSS All Sizes Reversible Seamless

Price for the **\$17⁴⁰**
8 x 10 ft. size

You Can Order this up-to-date Moss Rug regardless of the colors in your old material.
This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

THE adaptability of OLSON RUGS to halls and stairs is well illustrated by this attractive interior. The color scheme suggested above is only one of many that will give the desirable warmth and welcome to the hall as a meeting and greeting place of your guests.

Though we show rich one-tone Moss rugs above, you can easily imagine in their place, Brown, Taupe, Mahogany, Mole, Blue, Tete-de-Negre, or Mulberry rugs, with or without borders.

Runners with borders give a very pleasing effect, and their use is highly endorsed by leading decorators.

Because of their remarkable wearing qualities, OLSON RUGS are ideally suited for halls and stairs. All OLSON RUGS are woven seamless and reversible with the same deep, luxurious nap on both sides to give twice the wear. They look like, feel like, and wear like, the high-grade Wilton and Chenille rugs, famous for their beauty and durability. Read our binding guarantee on the back.

Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough old material, we will furnish new wool stock at 20c a pound (what it costs us).

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 1.95
30 x 54 in.	11 lbs.	2.80
36 x 63 in.	13 lbs.	3.35
4 x 6½ ft.	22½ lbs.	5.90
5 x 8 ft.	34 lbs.	8.60
6 x 6 ft.	30 lbs.	7.65
6 x 8 ft.	36 lbs.	10.40
6 x 9 ft.	40 lbs.	11.65
7 x 7 ft.	37 lbs.	10.45
7 x 9 ft.	47 lbs.	13.40
8 x 8 ft.	48 lbs.	13.50
8 x 10 ft.	60 lbs.	17.40
8 x 11 ft.	66 lbs.	19.15
9 x 9 ft.	61 lbs.	17.20
9 x 11 ft.	74 lbs.	21.05
9 x 12 ft.	80 lbs.	23.05
10 x 10 ft.	75 lbs.	21.20
10 x 12 ft.	90 lbs.	25.65
10 x 13 ft.	97 lbs.	27.70
11 x 11 ft.	91 lbs.	25.85
11 x 14 ft.	115 lbs.	32.85
12 x 12 ft.	108 lbs.	30.80
12 x 14 ft.	125 lbs.	36.70
12 x 15 ft.	134 lbs.	38.20

We can weave Pattern 481 in any other length and width at 24c a square foot. Each square foot requires a little less than 1 pound of your material. HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches figured same as 36 inches wide.

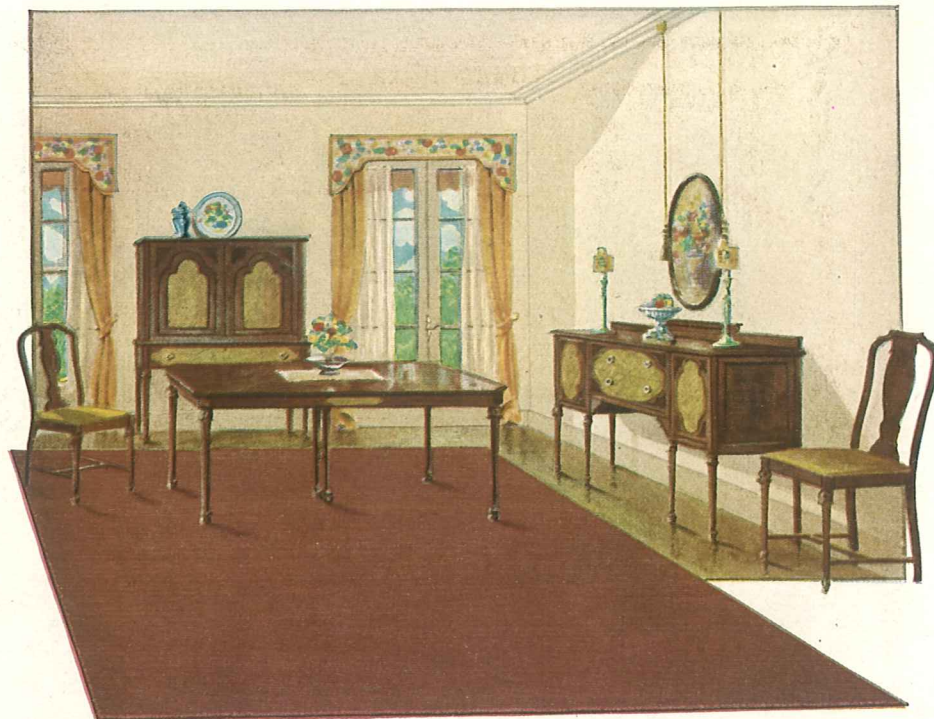
REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 1.95
30 x 54 in.	11 lbs.	2.80
36 x 63 in.	13 lbs.	3.35
4 x 6¾ ft.	22½ lbs.	5.90
5 x 8 ft.	34 lbs.	8.60
6 x 6 ft.	30 lbs.	7.65
6 x 8 ft.	36 lbs.	10.40
6 x 9 ft.	40 lbs.	11.65
7 x 9 ft.	47 lbs.	13.50
8 x 8 ft.	48 lbs.	13.40
8 x 10 ft.	60 lbs.	17.40
8 x 11 ft.	66 lbs.	19.15
9 x 9 ft.	61 lbs.	17.20
9 x 11 ft.	74 lbs.	21.05
9 x 12 ft.	80 lbs.	23.05
10 x 10 ft.	75 lbs.	21.20
10 x 12 ft.	90 lbs.	25.65
10 x 13 ft.	97 lbs.	27.70
11 x 11 ft.	91 lbs.	25.85
11 x 14 ft.	115 lbs.	32.85
12 x 12 ft.	108 lbs.	30.80
12 x 14 ft.	125 lbs.	36.70
12 x 15 ft.	134 lbs.	38.20

We can weave Pattern 281 in any other length and width at 24c a square foot. Each square foot requires a little less than 1 pound of your material. HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches figured same as 36 inches wide.

PATTERN 281 — MAHOGANY

All Sizes Reversible Seamless

Price for the **\$17⁴⁰**
8 x 10 ft. size



You Can Order this up-to-date Mahogany Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

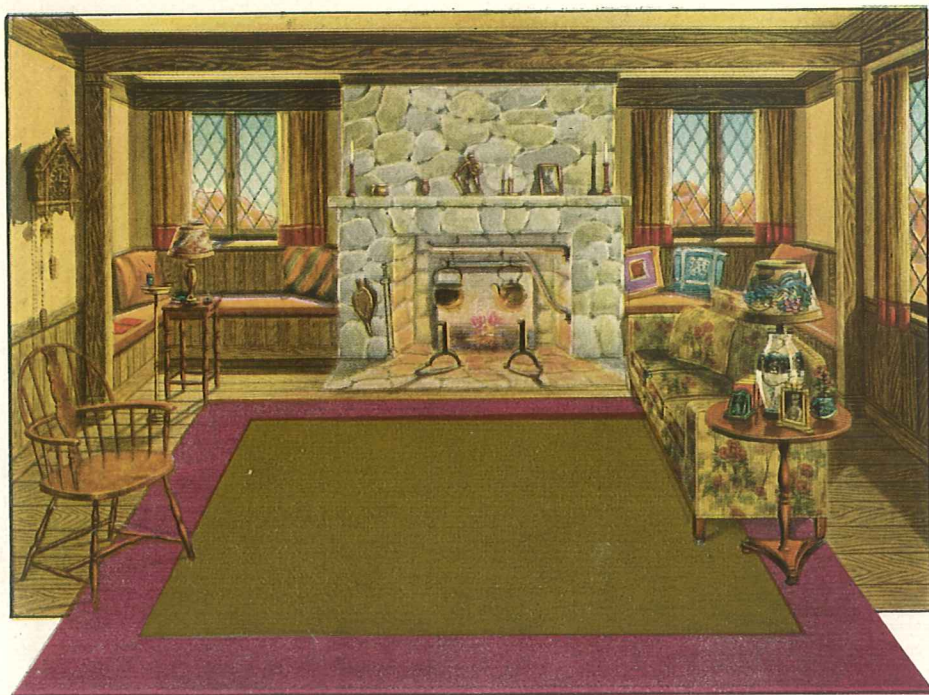
MAHOGANY is the aristocrat of colors. It is an ideal shade for any room in the home. Whether it be for the dining-room where it won't show soil, or the living-room because it adds coziness to its environment, or for the halls and stairway because it will stand the hardest wear, one-toned Mahogany is one of the most desirable colors.

This beautiful room strikingly illustrates the exquisite harmony that it is possible to achieve with a one-toned Mahogany rug. Just think—the OLSON Patented Process makes it possible for you to get this popular shade from your old carpets,

rugs and clothing no matter how worn or faded or what color your old material may be. Woven seamless with a deep rich pile. Finished the same on both sides.

Your new OLSON rug will rival the high-grade Wilton or Chenille rugs and the cost will be only one-half as much. Remember, our strong guarantee goes with every OLSON RUG.

Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough old material, we will furnish new wool stock at 20c a pound (what it costs us).



PATTERN 585 — BROWN, Mahogany
Border, All Sizes, Reversible, Seamless

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 2.35
30 x 54 in.	11 lbs.	3.65
36 x 63 in.	13 lbs.	4.10
4 x 6¾ ft.	22½ lbs.	7.10
5 x 8 ft.	34 lbs.	10.55
6 x 8 ft.	30 lbs.	9.55
6 x 8 ft.	36 lbs.	12.75
6 x 9 ft.	40 lbs.	14.15
7 x 9 ft.	47 lbs.	16.35
8 x 8 ft.	48 lbs.	16.80
8 x 10 ft.	60 lbs.	20.95
9 x 9 ft.	61 lbs.	21.15
9 x 11 ft.	74 lbs.	25.80
9 x 12 ft.	80 lbs.	28.25
10 x 10 ft.	75 lbs.	26.35
10 x 12 ft.	90 lbs.	31.65
10 x 13 ft.	97 lbs.	34.25
11 x 11 ft.	91 lbs.	32.10
11 x 14 ft.	115 lbs.	40.70
12 x 12 ft.	108 lbs.	37.80
12 x 14 ft.	125 lbs.	44.35
12 x 15 ft.	134 lbs.	47.55

We can weave Pattern 585 in any other length and width at 30c a square foot. Each square foot requires a little less than 1 pound of your material. HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches figured same as 36 inches wide.

Price for the **\$20⁹⁵**
8 x 10 ft. size

You Can Order this up-to-date Brown and Mahogany Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

THE admirable decorative effect secured in this quaint bungalow living-room is largely due to the charming OLSON floor covering illustrated. In selecting a new rug, remember that it must not be considered an isolated item in the furnishings, but it should be selected to blend with the general scheme. Note how perfectly the rug in the above room fits in.

By sending us your old carpets, rugs and old clothing, you save at least half on the price of a store rug, and you get in return, a brand new OLSON RUG, the equal in beauty and durability

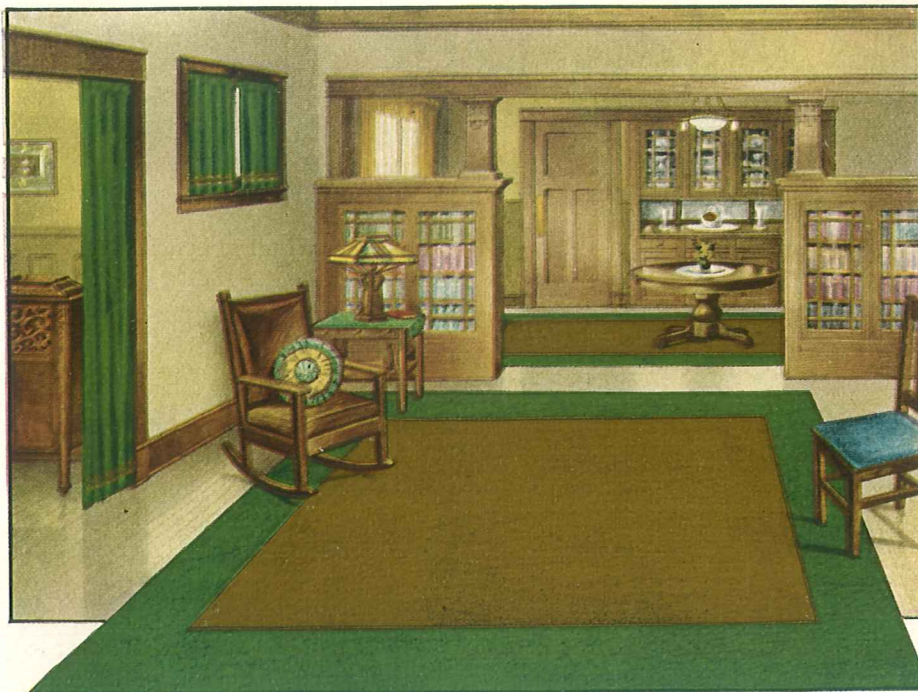
of the high-grade Wiltons. Pattern 585 is the same on both sides—just like getting two rugs for the price of one. The center is a rich, lustrous brown and the border a deep warm Mahogany that gives a very pleasing effect. Why even consider buying a one-sided rug from a retail store when for ONE HALF the price you can get a new Olson Rug that is woven seamless and reversible to give twice the wear.

Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough old material, we will furnish new wool stock at 20c a pound (what it costs us).

PATTERN 385 — BROWN, Green
Border, All Sizes, Reversible, Seamless

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 2.35
30 x 54 in.	11 lbs.	3.65
36 x 63 in.	13 lbs.	4.10
4 x 6¾ ft.	22½ lbs.	7.10
5 x 8 ft.	34 lbs.	10.55
6 x 8 ft.	30 lbs.	9.55
6 x 8 ft.	36 lbs.	12.75
6 x 9 ft.	40 lbs.	14.15
7 x 7 ft.	37 lbs.	13.10
7 x 9 ft.	47 lbs.	16.35
8 x 8 ft.	48 lbs.	16.80
8 x 10 ft.	60 lbs.	20.95
8 x 11 ft.	66 lbs.	23.45
9 x 9 ft.	61 lbs.	21.15
9 x 11 ft.	74 lbs.	25.80
9 x 12 ft.	80 lbs.	28.25
10 x 10 ft.	75 lbs.	26.35
10 x 12 ft.	90 lbs.	31.65
10 x 13 ft.	97 lbs.	34.25
11 x 11 ft.	91 lbs.	32.10
11 x 14 ft.	115 lbs.	40.70
12 x 12 ft.	108 lbs.	37.80
12 x 14 ft.	125 lbs.	44.35
12 x 15 ft.	134 lbs.	47.55

We can weave Pattern 385 in any other length and width at 30c a square foot. Each square foot requires a little less than 1 pound of your material. HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches figured same as 36 inches wide



Price for the \$20⁹⁵
8 x 10 ft. size

You Can Order this up-to-date Brown and Green Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

THIS friendly living room owes much of its attractiveness to the harmonious OLSON floor covering. The center of this rug is a rich brown, while the border is a soft green which forms an extremely novel and pleasing contrast. A distinctive pattern that will give your home an air of originality. The pattern is the same on both sides—you get two new rugs for the price of one.

Like the fine Wiltons and Chenilles, it has a deep, rich pile that gives a soft, pleasant feeling under foot. Because of the

tight, firm weave, this rug will wear a lifetime. Your reclaimed material defies detection.

In one week we will reclaim the wool in your material and weave a rug that will win the admiration of your friends. Let us prove to you the claims we make for OLSON RUGS. Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough old material, we will furnish new wool stock at 20c a pound (what it costs us). Every order is completed within one week.

What Our Customers Say

OVER 1,000,000 customers all over the United States are convinced that the OLSON RUG is the greatest rug value in this country today. Surely rugs that have won the praise of so many

others deserve your consideration. Unsolicited testimonials in never-ceasing flow have been our best advertisements for half a century. We have received over 100,000 unsolicited letters like the following:

Committee Is Pleased

"The rugs are beautiful. The ladies are certainly well pleased with them. As soon as I can get enough old rugs and material gathered together I will send it to you to have more rugs made. The committee want to thank you for doing such grand work."

Braddock, Pa.

Mrs. H. P. Stewart

Worth Twice the Price

"We are delighted with our rugs. I cannot understand how such lovely rugs can be made from those old rugs and carpets. Some of my friends are not going to wait for a catalog, but have borrowed mine. One of these being Mr. J. O. Johnson, a merchant, who says he cannot get anything nearly as good wholesale at twice the price."

Motley, Minn.

Mrs. Myrtle Akin

A Beautiful Rug

"I wish to say that we are more than pleased with our OLSON RUG which you made for us last summer. It is very beautiful and much admired by everyone."

Wapello, Iowa

A. W. Hinderman,
County Engineer

Pride in Economy

"My OLSON RUGS are really beautiful and I want to thank you for making it possible for me to have them. They are much more handsome than I ever dreamed rugs could be that are made from old carpets. I am particularly pleased with the colors and I love to brag that they were made from useless old carpets, rugs and old clothing which I should otherwise have had to burn."

Cooperstown, New York Constance C. Cooke

Just as Represented

"I am delighted with my rugs. They are just as represented in your catalogue. Several of my neighbors have been in to see them and all are enthusiastic in their praise and none more so than those who tried to discourage me about sending the old carpet to be made up."

Mrs. G. H. Parham, Necedah, Wis.



Hotels, Clubs and Churches

THOUSANDS of OLSON RUGS are now in use in the finest hotels, select clubs, private offices, churches, Y. M. C. A.'s, and public build-

ings throughout the country. Under the most severe conditions of wear possible for a floor covering they give daily proof of their excellence.

Furnishes Entire Home



"I am more than pleased with the rugs you manufacture from old, worn-out rugs and clothing and cannot recommend them too highly to anyone desiring high quality

products. As a proper floor covering for polished hardwood floors they are equal to the best

Oriental and far surpass, in my estimation, all types of new rugs. I expect to have the balance of my floors covered with your RUGS."

Dallas City, Ill.

A. H. Black

From Florida's Show Place

"Beg to advise that the Olson Rug Company of Chicago, Ill., has done considerable work for us in remaking and overhauling our rugs. The work done by them has been most satisfactory in every way, and we have no hesitation in recommending them."

Pensacola, Fla.

San Carlos Hotel Co.

Tribute from Y. M. C. A.

"We have been using the rugs which you made for us last year in our dormitory rooms and they have not only stood the rather heavy wear, but have held up splendidly, and retain their good appearance. We are very well pleased with them."

Marion, Ind.

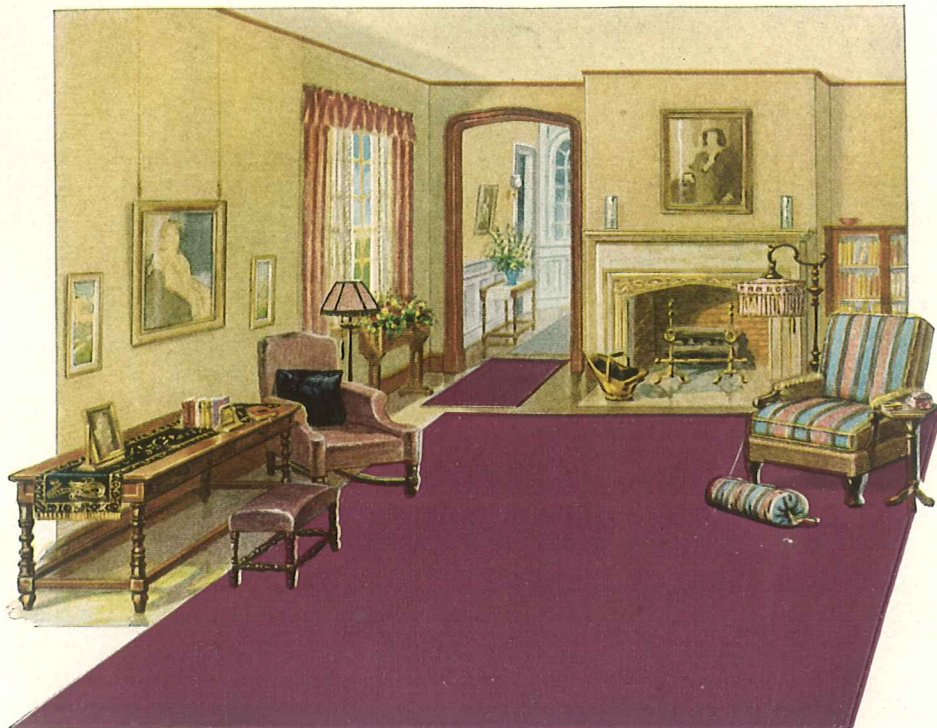
Y. M. C. A.

Beautiful and Well Made

"We have been using for a number of years the Rugs you have made for us. They are very pretty and well made, and have given satisfactory service. We hope to send you another order before long."

Parkersburg, W. Va.

Parkersburg Hotel Co.



PATTERN 581 — MULBERRY

All Sizes Reversible Seamless

REGULAR SIZES	Amount of Material You Should Send	PRICE
27 x 36 in.	7½ lbs.	\$ 2.45
30 x 54 in.	11 lbs.	3.45
36 x 63 in.	13 lbs.	4.10
4 x 6½ ft.	22½ lbs.	7.15
5 x 8 ft.	34 lbs.	10.60
6 x 9 ft.	40 lbs.	14.10
7 x 9 ft.	47 lbs.	16.50
8 x 8 ft.	48 lbs.	16.65
8 x 10 ft.	60 lbs.	21.35
9 x 9 ft.	61 lbs.	20.90
9 x 12 ft.	80 lbs.	28.10
10 x 12 ft.	90 lbs.	31.45
10 x 13 ft.	97 lbs.	34.20
12 x 12 ft.	108 lbs.	38.75
12 x 15 ft.	134 lbs.	47.15

We can weave Pattern 581 in any other length and width at 30c a square foot. Each square foot requires a little less than 1 pound of your material. HALL and STAIR RUNNERS, also RUGS, 27 and 30 inches figured same as 36 inches wide.

Price for the \$21³⁵
8 x 10 ft. size

You Can Order this up-to-date Mulberry Rug regardless of the colors in your old material. This Pattern is Proper for your Parlor, Living Room, Dining Room, Stairs, Halls or Bedrooms.

THE OLSON Patented Process makes it possible for you to get this magnificent Mulberry Rug woven from your old carpets, rugs and old clothing regardless of how worn or threadbare they may be or what color. A one-toned Mulberry rug will impart a feeling of quiet luxury and refinement to any room.

We believe that we have accomplished much in being able to offer you an OLSON RUG in this exquisite Mulberry shade. As you know, this regal color is found in so many of the finest rugs.

An OLSON Mulberry rug is recommended for any room in the home. Like the high grade Wilton rugs the nap is deep and luxurious and has that soft, resilient feel under foot. Woven the same on both sides. Like all OLSON RUGS this pattern is woven seamless and reversible to give double wear.

Send in all kinds of old rugs, carpets and clothing—see page 34. To help you out in case you lack enough old material, we will furnish new wool stock at 20c a pound (what it costs us).

Send In All Kinds of Old Rugs *and* Carpets

BY the PATENTED OLSON PROCESS we are able to RECLAIM the material in all kinds of old carpets and rugs, no matter how badly worn, and then BLEACH, SPIN, DYE and WEAVE this material into brand new OLSON RUGS that are just as fine as store rugs of new wool. You can select ANY COLOR or PATTERN shown in this catalogue, regardless of the color of your old material. Send in all kinds of old carpets and rugs, including any of the following:

Wool Ingrain	Fluff Rugs	Axminster	Smyrna
Cotton Ingrain	Velvet	Wilton	Velvety
Brussels	Moquette	Tapestry	Chenille

We can weave beautiful new OLSON RUGS from a *combination* of all kinds of old carpets or rugs, or we can weave OLSON RUGS entirely of any one kind alone.

Don't bother to clean or prepare your old material in any way. Send it just as it is. We thoroughly scour, clean and disinfect and bleach all material.

Your old material, when reclaimed by the Olson Patented Process, cannot be distinguished from brand new wool.

About Old Clothing *and* Other Materials

If you lack the necessary number of pounds of old carpets or rugs to complete the new rug you want, you can add some old clothing and other cloth materials (either wool or cotton, or both, see list below). **But not more than ONE-THIRD of the material you send us can be old clothing.**

WOOL. We are able to reclaim the fibres in old wool clothing and other wool materials so that they can be worked in satisfactorily with the reclaimed wool from your old carpets and rugs. There is nothing unusual about this. Practically all the good grade clothing worn today contains some wool that has been reclaimed by the large clothing mills from used clothing. Send any of the following:

Sweaters, skirts, dresses, pants, coats, underwear, blankets, shawls, shirts, chenille and tapestry curtains, (not overcoats).

COTTON AND LINEN. We are able to reclaim the fibres of any cotton or linen you may send us so that they can be worked in satisfactorily with the new warp material that we use to make our strong four-ply warp. Send any of the following:

Curtains, sheets, table covers, skirts, waists, underwear, sweaters, suits, wool fibre rugs, white and colored goods (not narrow strips). We cannot use silks, or stockings.

IF YOU LACK MATERIAL—You can probably secure the extra number of pounds that you need from your friends and neighbors for the asking.

To help you out in case you still lack enough old material we will furnish new wool stock at 20c a pound (what it costs us).

Hall and Stair Runners and Odd Size Rugs

Below each rug shown in this book you will find the price per square foot for weaving RUNNERS and other SPECIAL SIZE RUGS. It is a simple matter, therefore, to figure the price of these special sizes. If you wish an irregular shaped rug, send us a diagram or sketch of your room, showing the exact measurements of the rug you want and we will quote you our price for weaving. We cannot weave a rug narrower than 27 inches or shorter than 36 inches.

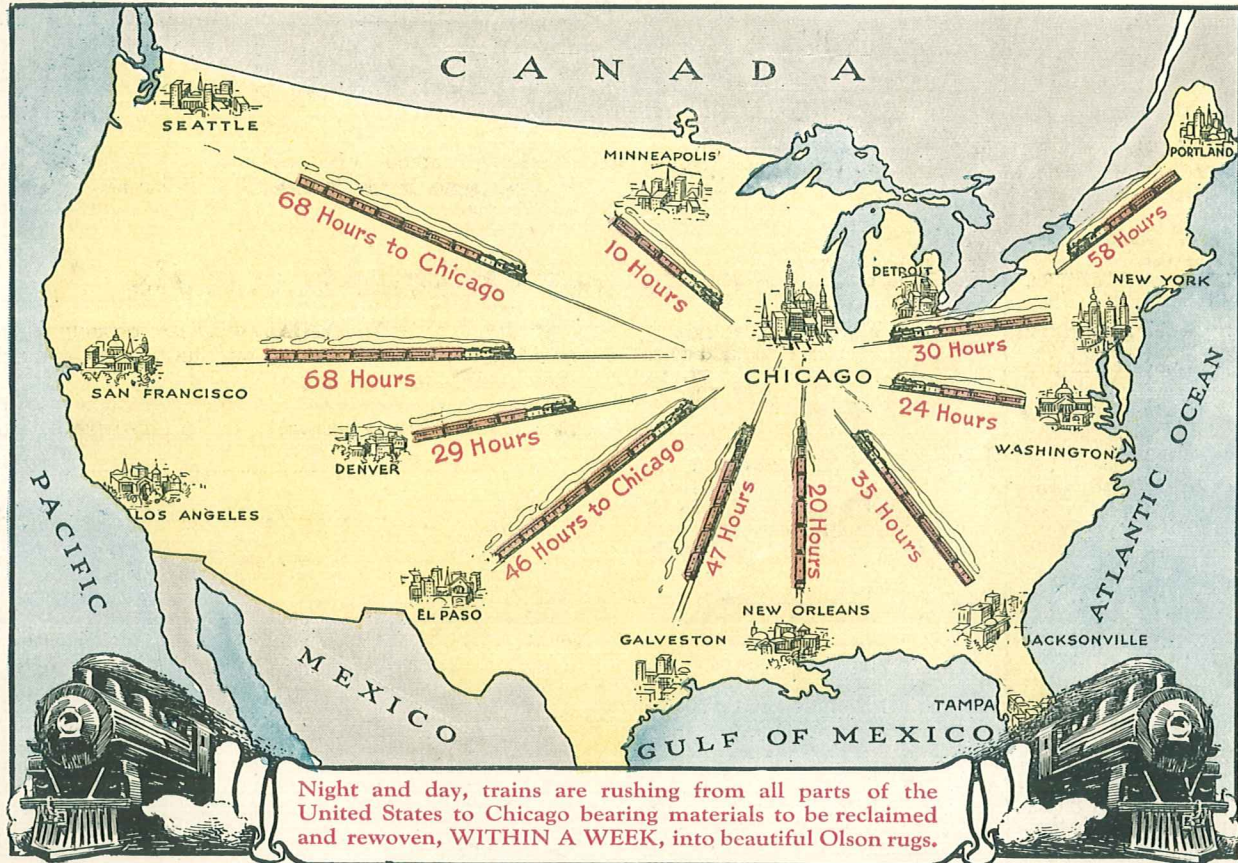
The OLSON RUG weighs about the same as the finest grade Wilton Rug.

NO "EXTRAS" OF ANY KIND

OLSON RUG CO., CHICAGO

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We Have Thousands of Customers In Every State



USE ORDER BLANK ON THE NEXT PAGE



or

Parcel Post

HOW TO SHIP:-

(1) If your old material weighs MORE than 50 pounds, send it by FREIGHT.


(2) If your old material weighs LESS than 50 pounds, send the cheapest way—by EXPRESS, PARCEL POST or FREIGHT, whichever is the most convenient.

FREIGHT SHIPMENTS:

Mail us at once the bill-of-lading (or freight receipt) marked "Original" that your freight agent will give you.

We will pay the charges on your material provided your order amounts to \$9.00 or more. Though we do not pay shipping charges on orders that are less than \$9.00, we give these smaller orders the same careful attention as larger ones.

**It Is Not Necessary to Send Any
Money With This Order**

ORDER BLANK *Mail This* **OLSON RUG CO.**
to  **28-42 Laflin Street CHICAGO**

SATISFACTION GUARANTEED. In ordering OLSON RUGS you are protected by our binding guarantee. Use the rugs in your own home; put them to any test you wish; then if you are not entirely satisfied, return them within a week at our expense and we will refund all your money and pay you from 3c to 10c a pound for your material (according to quality). Every order completed within one week.

Gentlemen:—Please make new OLSON RUGS as indicated below, from the material I am sending you:

NAME _____

(Write Clearly)

Street Address
or P. O. Box No.

Date _____

Post Office.

R. F. D. No.

State

County

Is there a Freight Agent at your Station.

If not, name nearest Station
where there is an Agent.....

What Town or City shall we ship your rugs to?

[illegible]

Indicate with "X" in space below how you are sending material : State Total Number of Pounds of All
Freight.....☐ Parcel Post.....☐ Express.....☐ Materials You Are Sending.....

TEAR OUT ALONG THIS LINE AND MAIL

How to Order—*It's Easy*

ORDERING rugs by mail is the natural and most convenient way. In the quiet and seclusion of your own home, undisturbed by store surroundings, you can select, without hurry, just the rug you want.

Write your order on the enclosed order blank. Then simply

We Pay Freight, Express or Parcel Post

—on all shipments of material from the following states, provided the order amounts to \$9.00 or more (see order blank). Though we do not pay shipping charges on orders that are less than \$9.00 we give these smaller orders the same careful attention as larger ones:

Alabama
Arkansas
Colorado
Connecticut
Delaware
Florida
Georgia
Illinois
Indiana
Iowa

Kansas
Kentucky
Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri

Montana
Nebraska
New Hampshire
New Jersey
New York
N. Carolina
North Dakota
Ohio
Oklahoma
Pennsylvania

Rhode Island
S. Carolina
South Dakota
Tennessee
Texas
Vermont
Virginia
W. Virg
Wisconsin

All Orders Completed in One Week

We guarantee the safe delivery of your new rugs.

Write out your order and Mail it to us—never send it inside the bundle.

Send No Money

It is not necessary to send any money with your order. When your rugs are finished we will notify you. In remitting, send Bank Draft, Express or Postal Money Order or Cash by Registered Letter, or personal Check. If you live on a rural route, your carrier will buy a money order for you.

Our References: We refer you to any bank in Chicago. Our best references are our customers—over one million.

tie up your old carpets, rugs and old clothing in a roll, or bundle, just as they are, attach one of our tags with your name and address on it, and send the bundle over to your freight depot, or have the expressman or postman call at your door. We do the rest.

Ship your bundle to us COLLECT, or prepay the charges and you will be given credit for this amount. The customer is expected to pay shipping charges on the finished rugs—this does not amount to very much; on an average it will be about \$1.00 for two 9 x 12 rugs.

We Also Pay Freight From Pacific Coast States

—on shipments of old material from the following states, if 65 pounds or more are sent. On shipments less than 65 pounds we will pay one-half the transportation charges:

Arizona
California
Idaho

Nevada
New Mexico
Oregon

Utah
Washington
Wyoming

Prompt Service and Delivery



For Half A Century—

Our Guarantee: We guarantee to weave new OLSON RUGS from your old rugs, carpets and clothing, exactly as represented in this catalogue. We guarantee complete satisfaction. OLSON RUGS must prove right by the test of wear. Use them on your own floors—walk on them—examine them carefully—get the opinion of your friends. Then, if for any reason, you do not think that your OLSON RUGS are the biggest rug value you ever had for your money, return them within a week at our expense, and we will refund every penny you have paid and pay you from 3 to 10 cents a pound for your old rugs, carpets and clothing. We insist on pleasing our customers. You cannot lose a penny in dealing with us.

Olson Rug Company

28-42 Laflin Street

Chicago, Illinois



PATTERN
No. 196